

LIFE

THIS SUMMER'S BEACH FASHIONS

8 PAGES OF COLOR



20 CENTS

MAY 21, 1951

CIRCULATION OVER

5,200,000

LOOK TO
KELVINATOR
FOR ALL THAT'S
NEW!

Dial **ARCTIC COLD** for Frozen Foods . . .

Dial **DEWY FRESHNESS** for Other Foods . . .

NOW, FINER FOODKEEPING FOR YOU IN THE

TWIN CONTROL KELVINATOR!

FOR THE most wonderful foodkeeping ever achieved—get this new TWIN CONTROL Kelvinator! It's something really new in refrigerator-freezer combinations! Unlike ordinary refrigerators that have only one control for both freezer and fresh food compartment, Kelvinator gives you a *separate* control for each! Just think what it would be like to enjoy these advanced foodkeeping results . . .

Here . . . dial below-zero cold in the freezer!

That big freezer is separately insulated, separately refrigerated . . . gives you the same dependable frozen food storage you'd get in a regular home freezer! And how wonderful to know that with a turn of this dial you can have intense *sub-zero* cold to meet your special freezing needs!

Here . . . dial the right cold and moisture!

This separate dial gives you new control of cold *and* moisture for better-than-ever protection of all your fresh foods. With Kelvinator's amazing "Cold-Mist", foods stay miraculously fresh for days! *And this dial lets you maintain that ideal balance of cold and moisture through all seasons . . . under all climatic conditions. It's as easy as that!*



Defrosts automatically!

Once you dial the right cold and moisture, there's *no defrosting* in the food compartment. A marvelous new device, the Kelvinator "Humidiplate", does the defrosting automatically . . . quickly . . . yet maintains the right cold and moisture to keep foods perfectly.

Get 12 cubic feet of cold space . . .

in the floor space of old-style "6's"

Cold-clear-to-the-floor . . . the design originated by Kelvinator. Get Kelvinator quality that means long-lasting satisfaction!

Find the name of your Kelvinator Dealer in your Classified Phone Book . . . then see the new Kelvinators at his store.

GET THESE BETTER FOODKEEPING FEATURES!



Giant 70-lb. Freezer. A real freezer, refrigerated on all five sides! Powered by the famous Polar-sphere, Kelvinator's super-dependable cold-maker, product of 37 years' experience!



Mammoth Cold Super Crisper! More than a bushel of extra space you get only from Kelvinator! Cold as space above. Keeps fruits, vegetables, beverages cold . . . and convenient!



New Butter Chest! Different from all others . . . another Kelvinator exclusive! Adjustable, to keep a pound of butter just right for easy spreading! Available as an accessory.

TUNE IN! "Star of the Family", Kelvinator TV show starring Morton Downey, on CBS Network. See your local paper for time and station.



LOOK FOR THIS EMBLEM. Awarded to "5-Star" salesmen of Kelvinator Dealers, it assures you the highest standard of courteous, helpful service.

Get more—Get **Kelvinator**
OLDEST MAKER OF ELECTRIC REFRIGERATORS FOR THE HOME

DIVISION OF NASH-KELVINATOR
CORPORATION, DETROIT 32, MICHIGAN

How Sparkling can you be?



For a smile that's
Sparkling bright... the answer
is IPANA!



The answer is Ipana

for cleaner, healthier teeth!

Nothing like a sparkling bright smile, a sparkling fresh mouth, to give you a confident lift! So start with Ipana—to get your teeth cleaner, spark up your smile—and

help prevent tooth decay. You'll love Ipana's sparkling taste and tingle, too—leaves your mouth fresher, breath sweeter. Get Ipana today for your Smile of Beauty!

For a Sparkling date
tonight... the answer
is IPANA!

For a mouth that's
Sparkling fresh... the answer
is IPANA!



For really cleansing
teeth and mouth,
the answer is IPANA!



Remember—to reduce tooth decay—no other tooth paste (ammoniated or otherwise) has been proved more effective than Ipana!



A Product of Bristol-Myers

This One



A33K-UFR-5WH5



No other car rides like a

DESOTO

Revelation!...there's no smoother riding car in America. *Sensation!*...that new, bigger, high-compression engine.

Exhilaration!...De Soto lets you drive without shifting. *Inspiration!*...De Soto's roomy, luxurious interiors. *Exclamation!*...when you realize how thrifty De Soto upkeep is.

DE SOTO DIVISION, CHRYSLER CORPORATION

ORIFLOW SHOCK ABSORBERS
SWALLOW BUMPS



CHAIR HIGH SEATS

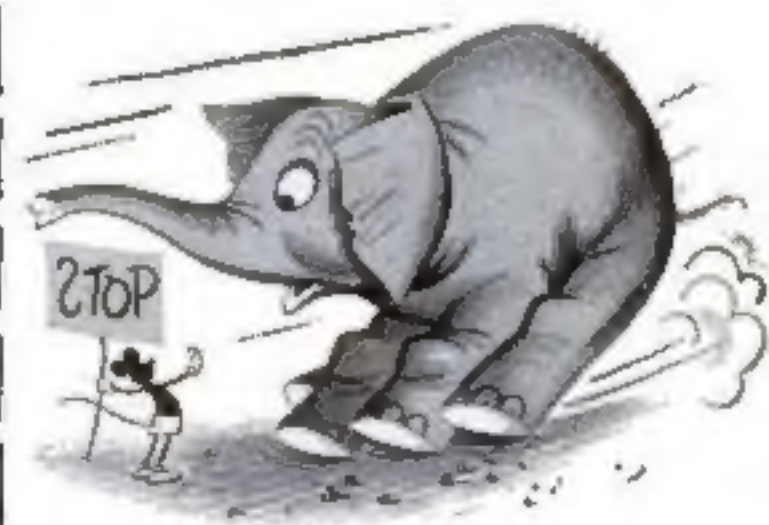
NOT THIS

OR THIS

BUT THIS



NO CAR IN AMERICA HAS
BIGGER BRAKES



DE SOTO-PLYMOUTH Dealers present GROUCHO MARX in "You Bet Your Life" every week on both RADIO and TELEVISION...NBC networks.



IF THEY DON'T HAVE THE LABEL THEY'RE NOT REAL KOROSEAL

Koroseal
BY **B.F. Goodrich**



Lazy? No, life's just easier— with Koroseal

NOW a lot of men let women do the work yet the women take it easy. What's the magic? Koroseal flexible material!

That Koroseal hose is a third lighter than ordinary hose (weighs only half as much as some). And no need to drain it or lug it in either. Leave it out all year round if you want to. Its brilliant colors may fade a little in time, but neither sun nor air will ever weaken it. Costs a little more but only \$9.80 for

50 feet and is *guaranteed to last ten years*.

Curtains and aprons of Koroseal flexible material are soft, but dirt can't penetrate—they can be wiped off almost as easily as you clean glass. You can "dry-clean" draperies just by dusting.

Food, grease, almost any stain can be washed off aprons, furniture upholstery, baby pants or bibs, raincoats, curtains—if the ordinary care is followed of washing off soon after the accidents happen.

And Koroseal stands long, hard wear

in raincoats, crib sheets, garment bags, bowl covers, furniture upholstery.

Koroseal flexible material can be made thin or thick and in any color or form. It is permanently waterproof and proof against most of the things that stain and soil and wear out other materials.

To be sure you get *all* these Koroseal advantages, look for the Koroseal label on every article. If it doesn't have the label, it's not real Koroseal. The

B. F. Goodrich Company, Koroseal Division, Marietta, Ohio.

Trade Mark—Reg. U. S. Pat. Off.

Koroseal
FLEXIBLE MATERIALS
BY

B.F. Goodrich



...of course,
it's electrical

WESTINGHOUSE **FROST-FREE*** REFRIGERATOR

is the One and Only Refrigerator that COUNTS

Yes, the Westinghouse FROST-FREE actually counts... 1, 2, 3, 4, up to 60. It counts door openings... counts so it can measure the frost that collects as the result of the use you make of your refrigerator. This refrigerator defrosts *only* when needed.

Warm air entering when the refrigerator door is opened causes frost. At 60 door openings the FROST-FREE automatically wipes out every trace... *before* frost builds up.

Think what that means to you! At last a refrigerator that defrosts *when* and *only when* you need to defrost. A refrigerator that frees you forever from the nuisance of emptying defrost water... of floors to mop and mess to clean up when defrosting is done. You never need to remove anything... not even frozen foods... before defrosting.

This great, new FROST-FREE Refrigerator automatically defrosts *so fast* your frozen foods... including easy-to-melt ice cream and frozen fruits... *stay hard* all the time... right in the big Freeze Chest.

There's nothing for you to touch... nothing for you to do. No clocks, no timers. You just plug in the revolutionary, new FROST-FREE... use it... and enjoy it.

See the new FROST-FREE models and all the other grand, new Westinghouse Refrigerators at your retailer's, now. Remember, too, that Westinghouse value depends not only on the features you *can see*, but also on the built-in quality you *can't see*. So, buy with an eye to the future. You'll be years and money ahead. Westinghouse Electric Corporation, Electric Appliance Division, Mansfield, Ohio.

See TV's Top Dramatic Show... WESTINGHOUSE "STUDIO ONE"... Every Week

YOU CAN BE **SURE**..IF IT'S **Westinghouse**



NO DEFROSTING ANYWHERE • ANY TIME

No defrosting is only half the story. This great new FROST-FREE has a full-width Freeze Chest... extra size Humidrawers deep enough for a head of cabbage, long enough for celery... removable, easy-to-use Egg Keepers... Shelves-in-the-Door... roast-deep Meat Keeper... Butter Keeper... and even a Sterilamp® ultraviolet lamp to help keep it sweet and clean.

EXCLUSIVE! New 3-way handle lets you open the door even when both your hands are full.



*Trade Mark: U.S. Patents Issued Nos. 2,469,178 and 2,524,309



A MILLION PEOPLE

**have put their money in
the Bell Telephone business**

Today, for the first time in the history of the United States, a company is owned by a million people. The American Telephone and Telegraph Company has reached that mark. No other company has half as many owners.

These million men and women owners live in 19,000 communities throughout the United States. They are in cities, towns and on farms and from all walks of life.

Most of them are small stockholders. More than half are women. Over 350,000 have held their stock for ten years or longer. Some 200,000 are telephone employees and thousands more are buying the stock under the Employee Stock Plan. About one family in every forty-five in the United States is now an owner of A. T. & T.

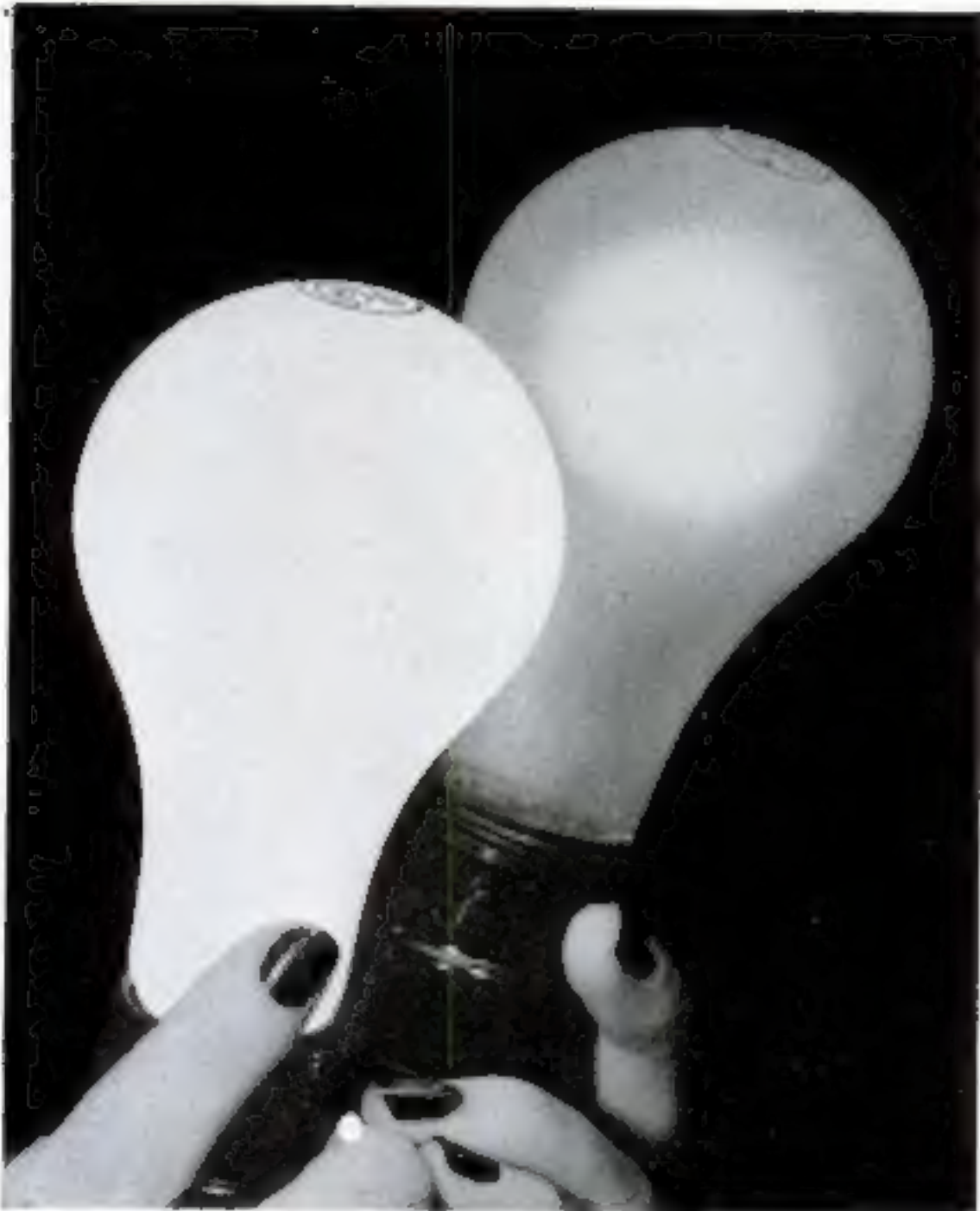
You can see that many, many people have a stake in the telephone business. It's their savings that have helped to give this country the most and the best telephone service in the world. Important in peacetime, the telephone is vital in time of national emergency.

BELL TELEPHONE SYSTEM



Your "Q" to Better Light!

New "Q" coat in G-E White lamps softens shadows, reduces glare



◀ This photo shows the difference between a General Electric 100-watt White lamp with the new "Q" coat and a regular 100-watt bulb. The "Q" coated lamp (left, in photo) is *evenly bright all over!* Its "Q" coating (also used in the two lamp bulbs below) is a silicon compound that gives near-perfect light diffusion. It *spreads* the light over the bulb's entire surface, gives clean, white beauty that lasts for life.

READING IS EASIER with General Electric 100-watt White bulbs because the "Q" coating reduces glare from glossy surfaces. Yet you get the same amount of light as with a standard 100-watt bulb! Better looking lighted or unlighted, it's ideal for use where part of the bulb is exposed. 100-watt White bulb . . . **21¢** plus tax



◀ **FOR INDIRECT LIGHTING AT LOW COST**, use General Electric's new R-40 Indirect White bulb, now featured in new table lamps. Its special shape and inside "Q" coating give an ideal balance of soft, diffused up-and-down light. Adaptors are available to convert old lamps. **\$1.15** 50-100-150 watt R-40 3-lite.. plus tax

CHOICE OF BRIGHTNESS and "Q" coat too are features of General Electric's new 100-200-300 watt 3-lite bulb. Shadow-softening effect flatters rooms and furnishings. . . . **60¢** plus tax



FREE RECIPE BOOKLET shows you how to "Light-Condition" your home! Shows you what kind of lamps to use, where to place them, the right bulbs to put in them. Write General Electric Lamp Department, Division 166-L-5, Nela Park, Cleveland 12, Ohio.



Some of the "Q" coat lamps are still in short supply. Your dealer will have them soon.

You can put your confidence in—

GENERAL  **ELECTRIC**



SUPER

From any angle...



**NEW! NEW!
NEW!**

*Everything is new all the way through! New Body!
Bigger—wider—smarter—more luxurious than ever!
New chassis! Springs and shock absorbers, too—
a safer, smoother, softer ride! New "Drive"!
Easier-operating Hydra-Matic Drive*!
New Engine! Even the famous "Rocket" has new
advancements for 1951! See your dealer
and drive Oldsmobile's all-new Super "88"!*



Above: Oldsmobile Super "88" De Luxe 4-Door Sedan.
*Oldsmobile Hydra-Matic—optional at extra cost. Equip-
ment, accessories, and trim subject to change without notice.

A GENERAL MOTORS VALUE

"ROCKET"

OLDSMOBILE



Functional Modern in blond oak or grey walnut. Note unusual fluted molding framing the front. Automatic self-rising tray. Model No. 2655. **\$59⁹⁵**

Make her a Lucky Lane Bride!

GIVE HER A LANE CEDAR CHEST NOW!

The sooner she gets her Lane,
the more things she'll have for her home!

The soft, fluffy blankets, the cloud-light quilts, the exquisite linens every bride-to-be longs for—she can have *more* of these precious things if you give her a Lane Cedar Chest *now*!

For with a handsome, aroma-tight Lane to keep her treasures fresh and sweet-smelling—safe from dust and moths—she can do her collecting gradu-

ally and have a much lovelier trousseau when her wedding day dawns.

So if you have a warm, warm wish in your heart for some special bride-to-be, tell her so before another day goes by—with a gift of a beautiful, practical Lane Cedar Chest!

No other storage method offers the protection of a Lane. Lane is the **ONLY** pressure-tested, aroma-tight cedar chest! Made of finest $\frac{3}{4}$ -inch red cedar, its absolute moth protection is guaranteed by one of the world's largest insurance companies.

The Lane Company, Inc., Dept. L, Altavista, Va.
In Canada: Knechtels, Ltd., Hanover, Ont.

LANE CEDAR CHESTS

The Gift that starts the Home

Lane Chests are available as low as **\$49⁹⁵***

*Slightly higher in the West and Canada.

©1951 The Lane Company, Inc.



Salam Chest in African mahogany. Full-length drawer in base. Simulated drawers above. *Aroma-tight*, like all Lane Chests. Model No. 2365. No. 2366 in maple, \$79.95.



Decorative Modern beautifully finished in matching blond Avodire veneers. Like all Lane Chests, it's built to last a lifetime. Self-rising tray. Model No. 2250, \$69.95.



Streamlined Modern, exquisitely veneered with matched walnut and paldao. Self-rising tray. Standard Lane $\frac{3}{4}$ -inch red cedar interior. Model No. 2593, \$59.95.



Miss America Special with drawer in base, \$69.95 in blond oak or walnut. Larger Do Luxe model in blond oak, walnut, grey walnut, mahogany or cordovan, \$79.95.

Take the SIMMER out of SUMMER

For cool comfort, slimness-in-action
top designers suggest you wear

INVISIBLE PLAYTEX® PINK-ICE



What's new? Shorter, narrow slacks—longer, slim shorts—sleek swimsuits—sheer, slim-draped dresses. Newest of all is your new figure, in a Playtex Pink-Ice Girdle. Made by a new latex process, figure-slimming Pink-Ice is snowflake-light, daisy-fresh, dispels body heat. It's invisible, even under a bathing suit—for it hasn't a single seam, stitch or bone. And it washes in seconds, dries with the pat of a towel.



PAULINE LESER, fabulous Paris couturier: "PLAYTEX slims and moulds you smoothly, in complete comfort, and fits invisibly under all of your clothes."



JEAN DESSÈS, Parisian designer: "I'm designing slimly draped, supple clothes, and I'm recommending PLAYTEX to be worn underneath them!"



CAROLYN SCHNURER, famous for casuals: "Slimness is no problem if you wear a PLAYTEX under everything. It slims you, melts the inches away!"



PAULINE LESER, top New York originator: "To have this new, supple silhouette, wear a PLAYTEX—the girdle that slims you where you need slimming."



Choose from the 3 most popular girdles in the world

PLAYTEX PINK-ICE GIRDLE

So light, so cool, made by a revolutionary new latex process that actually dispels body heat. In SUM, shimmering pink tube \$4.95 and \$5.95

PLAYTEX FAB-LINED GIRDLE

With fabric next to your skin, giving cloud-soft comfort and slimmness you'd never believe possible. In SUM golden tube . . \$5.95 and \$6.95

PLAYTEX LIVING® GIRDLE

More figure control with greater freedom of action than girdles costing over three times as much. In SUM silvery tube . . \$3.95 and \$4.95

All department stores and better specialty shops everywhere

Sizes: extra small, small, medium, large.

Extra large size slightly higher.

Prices slightly higher in Canada and Foreign Countries



DAYTIME HIT! FASHION MAGIC popular stars and famous fashion designers, CBS-TV Nationwide Network, see local papers for time and channel.

INTERNATIONAL LATEX CORP'N. Playtex Park 61951 Dover Del. PLAYTEX LTD. Montreal, Canada



The Genuine
Vornado[®]
 WORLD'S FINEST AIR CIRCULATOR
*is ENGINEERED to
 outperform them all!*



**EXCLUSIVE
 FEATURES SHOW WHY!**

TWIN INJECTOR CONES



Vornado Twin Cones create complete circulation. Air is in motion before the propeller picks it up. The cones cause the air to be circulated in a gentle swirling motion that reaches every part of the room.

DEEP-PITCHED PROPELLER



The deep pitch of Vornado's propeller moves air three times farther, three times faster, giving you more cooling comfort per dollar invested.

Over 5 Million Satisfied Users

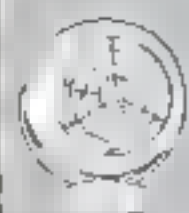
Vornado's outstanding beauty, performance and greater cooling capacity is the result of new engineering principles and design in the fan industry. Vornado is *different* . . . it not only produces more air, but Vornado circulates the air to every corner of the room.

Compare Vornado with old style conventional fans . . . ask your dealer to demonstrate Vornado's superior performance and its greater cooling action. You be the sole judge . . . but you owe it to yourself to see Vornado before you buy.

Let Your Dealer Show YOU Vornado Today!

A Family of Models for Every Purse and Purpose

DESK MODELS



Five sizes provide a Vornado for your exact requirements. Modern design. Multiple speeds. Can be wall-mounted.

TURNABOUT WINDOW MODELS



Four sizes provide both intake and exhaust ventilation. Blends perfectly with room appointments. No installation problem.

TURNABOUT TABLE-TOP MODELS



Two circulators in one and a piece of functional furniture, too. Designed for beauty . . . has all Vornado features.

PEDESTAL MODELS



Two sizes, each with height adjustment and tilting head provides complete circulation in large areas. High capacity performance.

A PRODUCT OF THE O. A. SUTTON CORPORATION • WICHITA 1, - KANSAS

Tangle-free sewing is here!

NEW-HOME brings you Nevv-Clog* and the miracle of tangle-free sewing!

A wonderful new sewing experience awaits you. It's the miracle of tangle-free sewing! Until you've tried it yourself, you can't believe that sewing can be so easy, so perfect, so carefree.

Now you can sew on and off your material, over pins and seams, forward and reverse, with any stitch, at any speed—all without tangled bobbin threads and skipped stitches.

Try tangle-free sewing yourself. Stop in at one of the 4000 NEW-HOME DEALERS today. (See classified telephone book.)

*Patented stitching mechanism



Gorgeous 18th Century desk, No. 400. Dresses: McCall's, Mather, No. 8570 — Daughter, No. 8567.



Picture this smart new console in your home! Ultra-modern styling. Hand-rubbed natural oak finish. There's a NEW-HOME desk or console model styled for your home, priced for your budget.



Start saving today with this beautiful NEW-HOME colonial console. First year savings will pay for it. You'll make smart new clothes that look better, fit better, yet cost half as much as ready-mades.

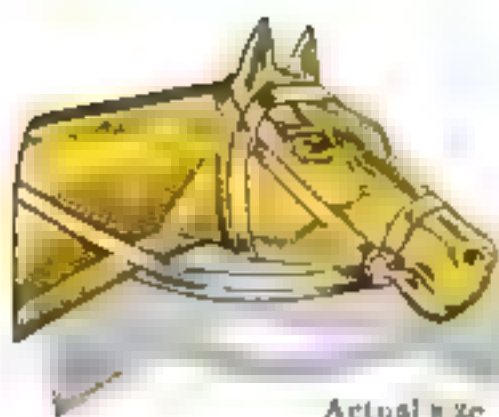


It's a joy to sew on a NEW-HOME portable! You'll take it anywhere, be set up to sew in seconds. Comes with case and 15 NEW-HOME fashion attachments. Deluxe portable shown. Other portables from \$49.95.

NEW HOME *Sewing Machines*
BEVERLY HILLS CALIFORNIA

MADE IN U.S.A. SINCE 1860 • 20-YEAR WRITTEN GUARANTEE





Short klip
that's long
on looks!

This clever, short Tie Klip is the newest contribution by SWANK to masculine good grooming. A perfect complement to smart neckwear, it comes in four intriguing designs—pointer, Kentucky thoroughbred, mallard duck and leaping sailfish. The complete wardrobe will include them all. \$3.95 each, plus Federal Tax.

Men prefer
SWANK

SWANK on jewelry, belts and wallets
means QUALITY.

REMEMBER FATHER'S DAY, JUNE 17TH

SWANK—© Swank, Inc., Allentown, Penn.

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CAROLINA**



The Family
Vacationland

In the State of the

GREAT SMOKY MOUNTAINS
BLUE RIDGE PARKWAY
AND HISTORIC COAST

Ride smooth highways in the high-
est mountains in Eastern America...
enjoy sports and recreation for every
member of the family, and the Cher-
okee Indian Drama "Unto These
Hills" presented six nights a week
beginning June 23rd.

Across this variety vacationland a net-
work of good roads lead to the Atlantic
Ocean and 320 miles of historic coast line
and clean, uncrowded
beaches. Here is great
sports fishing and the
famed historical drama
"The Lost Colony"
opening on June 30th
for its eleventh season.



Write today for your
Free North Carolina
Travel Package.

DEPARTMENT OF
CONSERVATION AND DEVELOPMENT
Room 32 RALEIGH, NORTH CAROLINA
Please send my Free Travel Package.

NAME PLEASE PRINT

ADDRESS

CITY ZONE STATE

Now only \$8.06

...for 6 piece place setting
in the 4 loveliest silverplate patterns



NOW! Choose your favorite pattern. Buy 1, 2, 3, or as many place settings as you need for only \$8.06 each. For a small down payment, you may take home complete services! 8 place settings, 4 serving pieces and chest for only \$69.95.

Remember, only Holmes & Edwards Silverplate is Sterling Inlaid. The most used spoons and forks are inlaid with two blocks of sterling at the two places where they rest on a table. Thus should wear occur, there's sterling underneath.

HOLMES & EDWARDS
Sterling Inlaid Silverplate

MADE BY THE INTERNATIONAL SILVER COMPANY

© 1955 Holmes & Edwards Division, International Silver Company, New Haven, Conn. U.S. PAT. OFF.

oh-oh, Dry Scalp!



"JACK'S BOAT may be neat and trim, but he can certainly stand a bit of dressing up. Just look at that dull, dry hair—and loose dandruff, too. He's got Dry Scalp. Bet he'll look terrific though when I tell him about 'Vaseline' Hair Tonic."

*Hair looks better...
scalp feels better...
when you check Dry Scalp*



BEFORE YOUR GIRL tells you about 'Vaseline' Hair Tonic, why not discover it for yourself? Just a few drops a day keep your scalp and hair in tip-top shape. 'Vaseline' Hair Tonic checks loose dandruff and other signs of Dry Scalp by supplementing the natural scalp oils. For double care of scalp and hair, try 'Vaseline' Hair Tonic today! (Contains no alcohol or other drying ingredients.)

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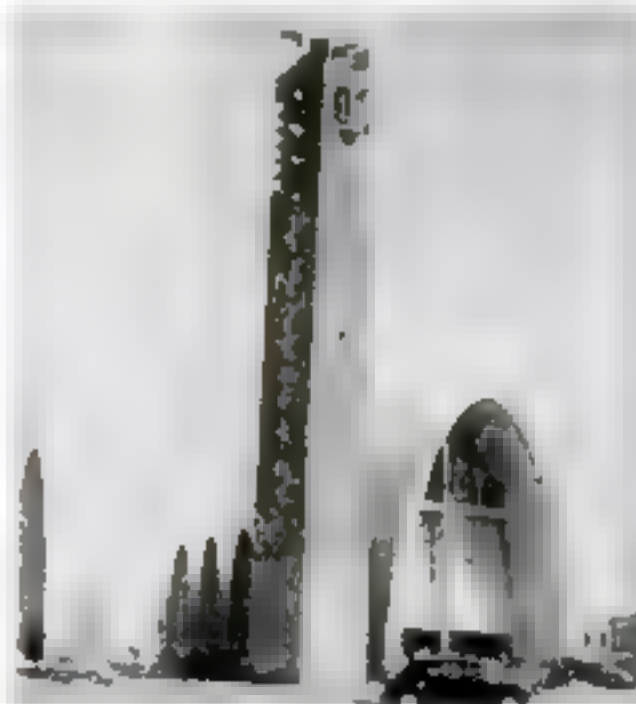
VASELINE is the registered trade mark of the Chesebrough Mfg. Co., Cos'td

LETTERS TO THE EDITORS

CHURCH DESIGNS

Sirs:

I believe this picture of Iglesia de la Purisima in Monterrey, Mexico should have been published with the



other modern church designs (Speaking of Pictures, LIFE, April 30).

GUSTAVO AGUILERA

Rock Falls, Ill.

CEREBRAL PALSY

Sirs:

We consider LIFE's story, "Cerebral Palsy" (April 30), one of the most valuable contributions to the national cause we have ever seen. . . .

MRS. J. V. SHAPLESS
Secretary-Treasurer

The Cerebral Palsy School
Atlanta, Ga.

SIRS:

. . . ALL OF US WITH UNITED CEREBRAL PALSY ARE DEEPLY GRATEFUL FOR LIFE'S ARTICLE.

LEONARD H. GOLDENSON
PRESIDENT

UNITED CEREBRAL PALSY ASSOC.
NEW YORK, N. Y.

Sirs:

As the mother of a cerebral palsied child, all I can say is thank you, thank you, thank you!

MRS. WILLIAM SHAVER
Mapleton Depot, Pa.

Sirs:

. . . Our children were able to take the publication in their stride. They remember LIFE's photographer Ralph Morse as their friend and ally. The usual puzzlement and suspicion these children feel about being "publicized" was avoided by the common sense attitude he and LIFE adopted toward them.

ELSE HAEUSSERMANN
Coordinator of C.P. Project
P.S. 135
New York, N.Y.

Sirs:

Your article struck very close to home. Our boy, 4½ years old, is one of the fortunate C.P.s who has been almost miraculously helped by the very progressive preschool program in Youngstown, Ohio. We were told two years ago our boy would probably never walk. Today he runs. Publicity such as you have given will bring to more and more C.P.s the opportunity to take a useful place in society.

T. A. LOVELAND JR.

Niles, Ohio

Sirs:

. . . The story tells what is being done for the children. What it doesn't mention is the far greater number of adults who have had to buck the exacting standards of a normal world without

CONTINUED ON PAGE 15



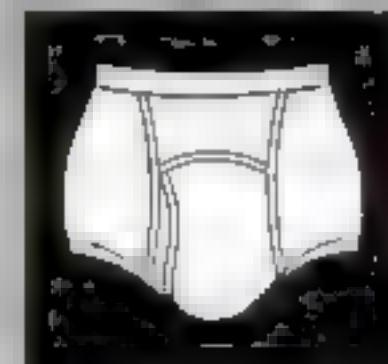
travel

fast...

travel

free...

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Mercury*



Slim-line design—
no bag, bunch
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Exclusive 3-Point
Suspension!

Take your cue from Mercury—the speedy, active messenger of the Gods. If modern living keeps you on the move—make the light move, the right move in Utica Bodygard Briefs. They're the athletic briefs—streamlined for speed and action. Completely burdenless—with 3-ounce weight . . . unusually flattering with Slim-lined design . . . and always giving gentle, snug support with special 3-Point suspension. Made of the finest combed cotton yarns with Flat-Locked Seams for extra wear! Ask for Bodygard Briefs, T-Shirts, and Athletic Shirts at men's shops and department stores everywhere.

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With the Minimum of Underwear *briefs*

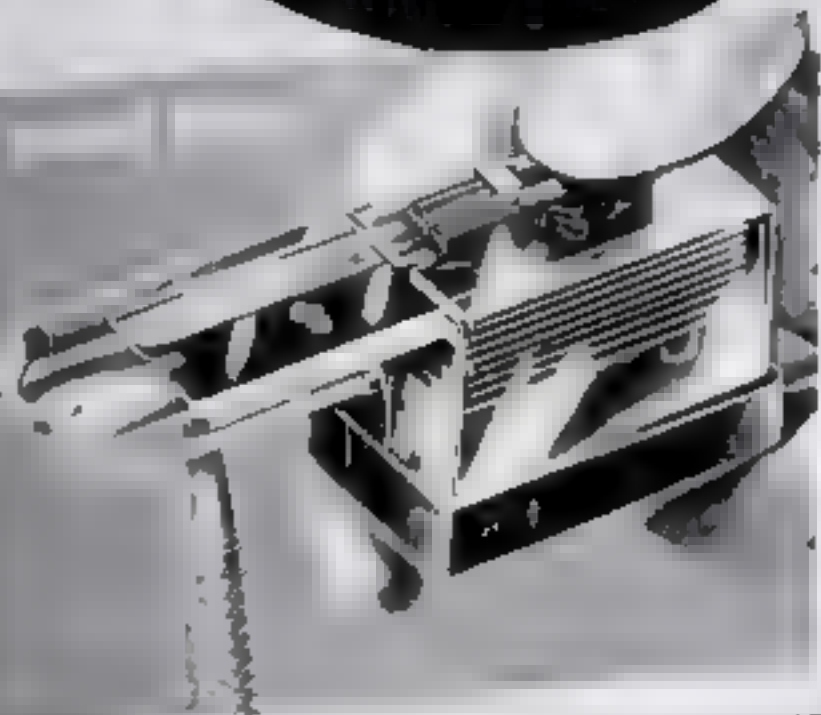
UTICA KNITTING COMPANY
UTICA, NEW YORK

Your face wasn't made
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**BUT PAL IS A
RAZOR BLADE
MADE FOR
YOUR FACE**



PAL
HOLLOW GROUND

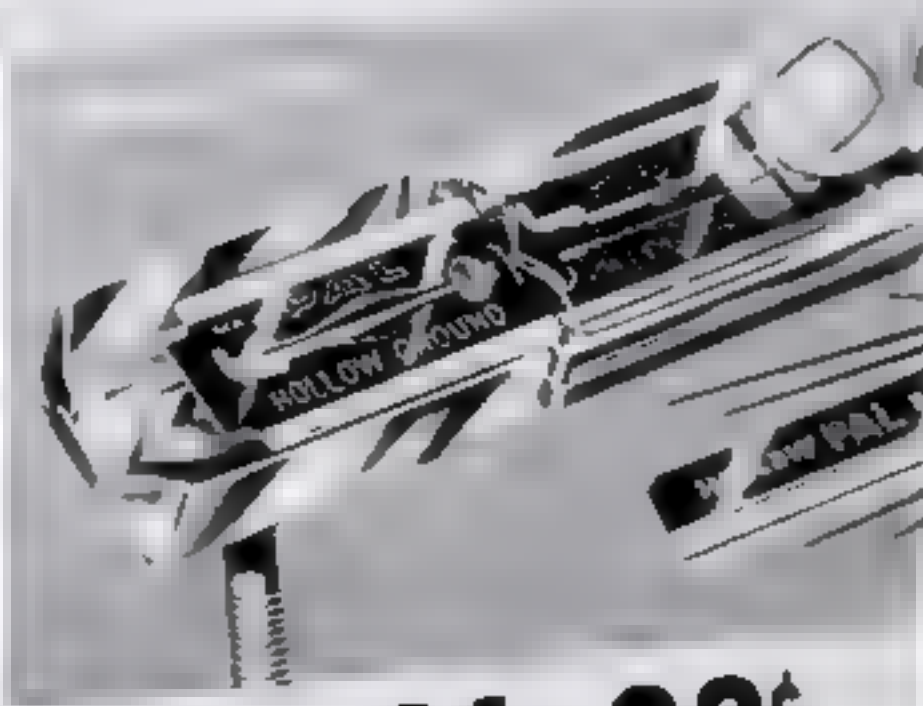
Your Best Blade Buy!



PAL SINGLE or DOUBLE EDGE
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PAL INJECTOR BLADES **20 for 59¢**
in METAL injectors
Fit your injector razor perfectly. 10 for 39¢ • 6 for 25¢



PAL—the best friend your face ever had

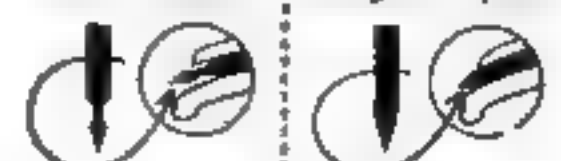
**You must like Pals—
or money back**

Buy Pals! Try Pals! Use as many blades
in a pack as you wish. If you're not
enthusiased, return dispenser to us for
full refund. Pal Blade Co., Inc., 43 W.
57th St., New York 19.

Men, did you ever stop to think why your barber uses a hollow ground razor?
It's because he gets better shaving from a hollow ground edge. Pal Blades
are hollow ground like a master barber's razor—and there's the big plus.
Pal Blades flex in the razor—have "give." Usual blades are jackknife-ground.
They're rigid in the razor. No "give." That's why we say "Pal is a razor blade
made for your face."

See the difference

PAL BLADE **USUAL BLADE**
Hollow Ground Wedge-Sharpened



flexes in razor rigid in razor

PAL HOLLOW GROUND BLADES ARE MADE IN PLATTSBURGH, MONTREAL, GLASGOW, BUENOS AIRES—AND SOLD ALL OVER THE WORLD.



LOVE
that

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the only
3-flavor
dog food
U.S. Inspected

None finer! Complete, balanced diet to keep dogs healthy,
plus variety to keep them happy! Same food, flavored 3 ways—
beef, fish, cheese • John Morrell & Co., Meat Packers, Ottumwa, Iowa

LETTERS TO THE EDITORS

CONTINUED

the aid of special schools and training centers. It is to the great credit of some of them that they have gone on, mostly by sheer grit, to make themselves part of a normal world as lawyers, accountants, researchers, writers and skilled workers.

NEWELL GREEN

Hartford, Conn.

• Most habilitation centers for the victims of cerebral palsy are for children only. A few centers take adults, but only in small numbers. Until more facilities are available, adult victims of cerebral palsy have to rely on hospitals and other institutions which care for all types of handicapped, and home care.—ED.

Sirs:

... It is time people get it through their heads that we C.P.s are not half-wits to be in a home for the feeble-minded, forgotten by the world. I thank God that my mother refused to part with me. I am 40 years old, never walked and cannot speak correctly. I do what I can, such as washing floors and clothes once in a while. I typewrite by hitting the keys with a stick tied to my right hand.

I would like to know what is being done for these C.P.s who are in homes for feeble-minded? My father, aged 76, takes care of me now, but what will I do when he passes away? I would sooner face death than go into a home for feeble-minded persons.

MARION CECELIA HANEGEL
New York, N.Y.

• Very little has been done so far to get cerebral palsy victims out of mental institutions. Detroit has pioneered in the field and New York's State Committee for C.P.s in Mental Institutions is following the lead. But the process of weeding them out is a long and tedious one. Not all cerebral palsy victims are spastics, but because of a lack of muscular control, a lack of education, or neuroses developed from their condition, they often give the appearance of being feeble-minded.—ED.

Sirs:

Hope your article will help people to give and give again to the nationwide campaign for cerebral palsy, sponsored by United Cerebral Palsy Association, to be held in May.

EDNA WEEKS

Colfax, Ill.

CONTINUED ON PAGE 12

Please send

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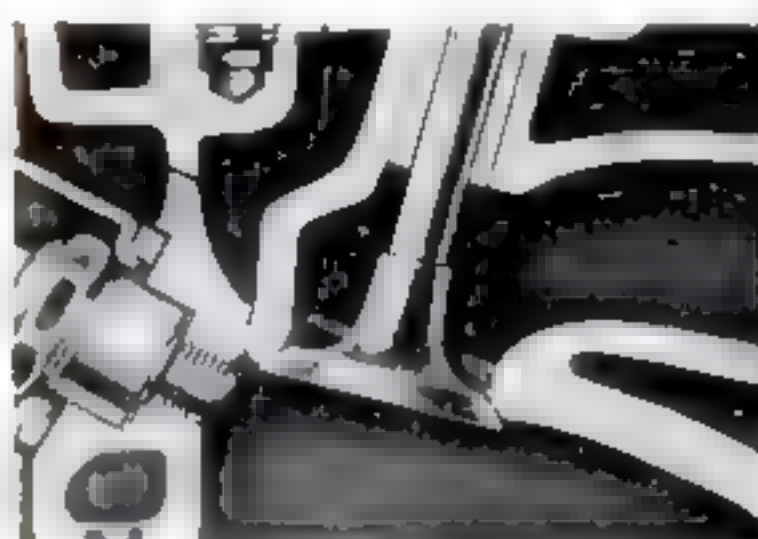
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Get Casite today from your garage, service station or car-dealer.

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HASTINGS, MICHIGAN

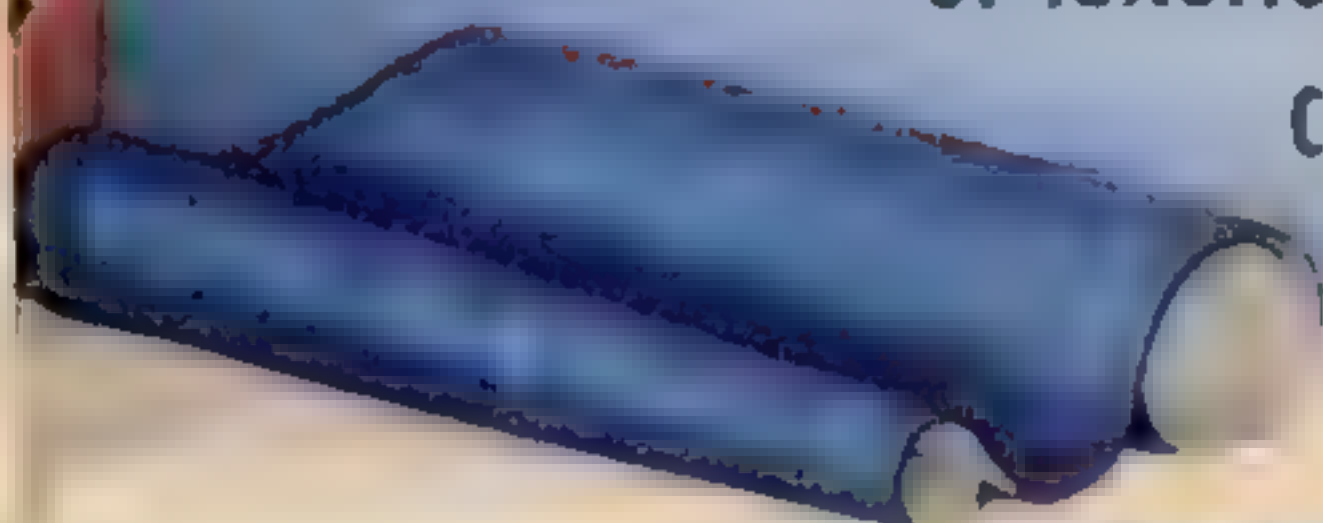
Casite Division, Hastings Ltd., Toronto





Dorothy Draper, internationally famous decorator says: "I believe that style, color and design, go hand in hand with comfort and practicality. With Firestone Foamex cushioning I am able to attain superb comfort and unusual practicality in beautiful, graceful-looking furniture. Foamex is indeed a forward step in today's decorating achievements."

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Firestone
FOAMEX
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 of luxurious
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SHAPE HOLDING COMFORT IN BEDDING



SPACE-SAVING BEAUTY IN FURNITURE



SMOOTHER RIDING ROOMINESS IN TRAINS

The world's most comfortable cushioning...

Take the word of Dorothy Draper. Her influence has been responsible for launching many of today's best home furnishings styles. A pioneer in new ideas, Mrs. Draper saw the unlimited comfort and style possibilities of *Foamex*—for smart hotels, luxury liners, beautiful private houses. Yet *Foamex* is priced so low that it comes well within reach of everyone's budget. For the smallest home...in streamlined furniture...sleep-invoking mattresses and pillows...smoother-riding cars, trains and planes...*Foamex* far outlasts ordinary cushioning. *Foamex* is a joy to keep—it keeps its shape for life. It never sags or lumps...needs no fluffing or turning. Nothing to come apart or wear out, *Foamex* is simply pure latex and air, whipped to a creamy foam, moulded to the shape of buoyant, lasting comfort.

In furniture, bedding and automobiles, just a few inches of Foamex gives you more pure comfort than twice as much ordinary cushioning.

Listen to the Voice of Firestone Monday Evenings over NBC

TRADE MARK
 FIRESTONE
 and its products



Help yourself to the open road and as far as the eye can see in any direction! Ford's new Victoria gives you the "wide-openness" of a convertible and the comfort of a trim sedan!



Take your pick of a wide variety of smart solid or two-tone body colors! And the Victoria's "Luxury Lounge" interior features long-wearing Craftcord-leather-vinyl upholstery combinations, luxurious modern trim and a new "Safety-Glow" Control Panel—all keyed to outside colors!

*You've got the world
by the wheel in the*

**'51 FORD
VICTORIA!**



You get power to match the "let's go" look of the Ford Victoria—the famous 100 h.p. V-8 engine and your pick of Conventional Drive, Overdrive* or the new Fordomatic Drive*. With any of them, Ford's Automatic Mileage Maker delivers high-compression performance on regular gasoline!

*You can pay more
but you can't
buy better!*

Relax as you ride! Ford's Automatic Ride Control smooths out the bumps before they can reach you. The Automatic Posture Control front seat insures the most comfortable driving position. What's more, you have the assurance of Ford's Luxury Lifeguard Body with a solid steel top, and Ford's double-drop box-section frame with five cross members!

You're set for the years ahead—with 43 "Look Ahead" features from Key-Turn Starting to extra-big "Tell-Tale" Rear Lights and "Double-Seal" King-Size Brakes! See the '51 Ford Victoria "Test Drive" it—today at your Ford Dealer's.

*Overdrive: Fordomatic Drive and white sidewall tires (if available) optional at extra cost. Equipment, accessories and trim subject to change without notice.

Ann Blyth starring in "Katie Did It"
a Universal-International Picture



"Ann Blyth's hands get La Cross care"

says RUTH COLLINS
Studio Manicurist
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"A flawless manicure is the only kind that will pass a close-up screen test. And it takes instruments of La Cross precision quality," says Miss Collins, "to give such a perfect manicure." That's why so many professional manicurists prefer La Cross to any other manicure instruments. And that's why glamorous stars like Ann Blyth, whose hands get La Cross salon care, choose La Cross instruments for home manicures, too!

La Cross Professional Triple-Cut File with Cleaner Point, finishes as it files 40¢ Others from 15¢

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La Cross Cuticle Scissors designed for delicate, accurate cutting. \$2.50

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America's Finest Manicure Instruments Since 1903
SCHNEFEL BROS. CORP., NEWARK 3, NEW JERSEY

LETTERS TO THE EDITORS

CONTINUED

WHAT HAPPENED TO THE PARATROOPER?

Sirs:

I notice in Letters to the Editors (LIFE, April 30) 94 readers have written asking what happened to the paratrooper whose static line was caught under his right arm on the drop at Munsan. The pictured paratrooper is my husband, M/Sgt. Francis M. Kirwin of Boston, Mass. I am happy to say he received no injury.

Mrs. FRANCIS M. KIRWIN
Nashville, Tenn.

SMALLEST MAMMAL

Sirs:

Did you mean an eight-ounce shrew or eighth-ounce shrew in "The Smallest Mammal" (LIFE, April 30)? An eight-ounce shrew would make the woods unsafe for innocent children and dogs, not to mention squirrels and weasels. . . .

JOSEPH A. DAVIS JR.
New York, N. Y.

Sirs:

It has been quite a while since I actually weighed a mouse, and my acquaintance with shrews has been limited to a relatively gigantic two-legged variety. Nevertheless I am almost certain that an "h" was dropped in LIFE's story. I expect that this error will not be repeated after the h--- given to those responsible.

RICHARD G. MAGUIRE
Chicago, Ill.

Sirs:

On the contention that a shrew in the hand is worth two in the fossil beds, I'd like to introduce one of our local masked shrews from north central Colorado, which weighs in at only 3.2 grams (about 1/4 of an ounce) and is 3 1/2 inches from nose to tail. Actually the Wyoming fossil (with correct weight) and a living Italian shrew probably do represent the smallest mammals.

RICHARD G. BEIDLEMAN
Fort Collins, Colo.



MIDGET SHREW

● LIFE made a typographical error in dropping the "h" from eighth-ounce shrew. As Reader Beidleman points out, the Wyoming fossil was probably even smaller than LIFE said, possibly weighed as little as 1/4 of an ounce. ED.

BRIDE'S FOUR SHOWERS

Sirs:

A shower ("Bride's Four Showers," LIFE, April 30) used to be a small party given by a girl's most intimate friends,

CONTINUED ON PAGE 12

Styled for

Enduring Beauty

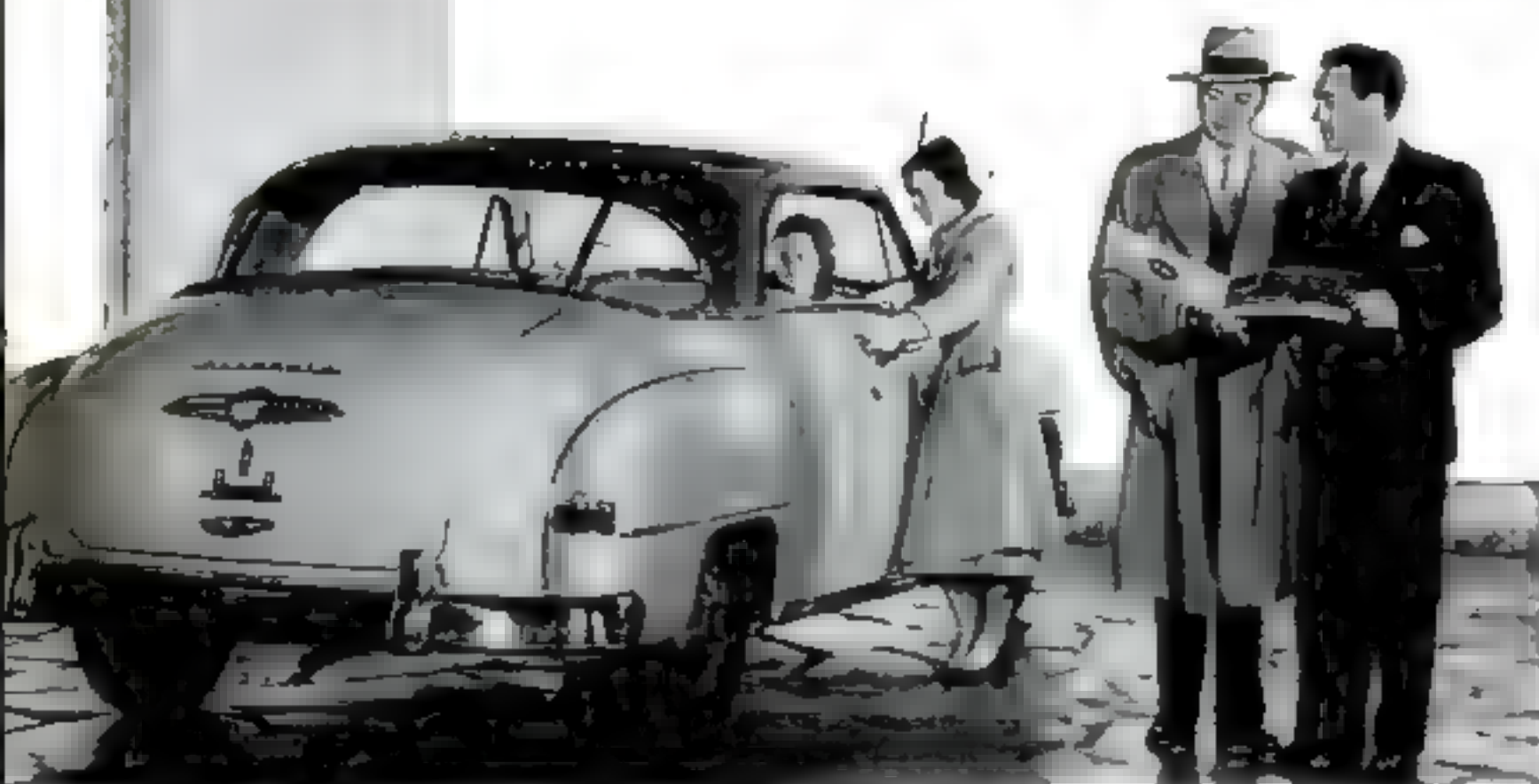
over the years



Time never dulls the pride of a Magnavox owner; for the authentic cabinetry of these superb radio-phonographs is of heirloom quality. Exclusive design permits addition of Magnavox big-picture television.

Better Sight . . . Better Sound . . . Better Buy

the magnificent
Magnavox
television - radio - phonograph



How to select the car model that best suits your needs

After you decide on the make comes the question of which body style is best for you. As a start, we suggest that you first consider the number of passengers you'll want to carry. Then try to foresee the activities in which the car will be used.

Today there is a body style to suit almost every family or transportation need. One interesting development of recent years is the "all-purpose" car, made in different ways by various manufacturers. It might pay you to investigate this type of vehicle if your activities will require more than the usual equipment or luggage space.

In general, the climate you live in is no longer too important in your choice, for all modern body styles are weatherproof and can be easily heated in winter. On these pages you see seven of the models in the new line of Plymouths. Together they illustrate the popular body styles of the lowest-priced field—plus one (the "Savoy") that is exclusive with Plymouth. We hope that looking at them will help you decide.



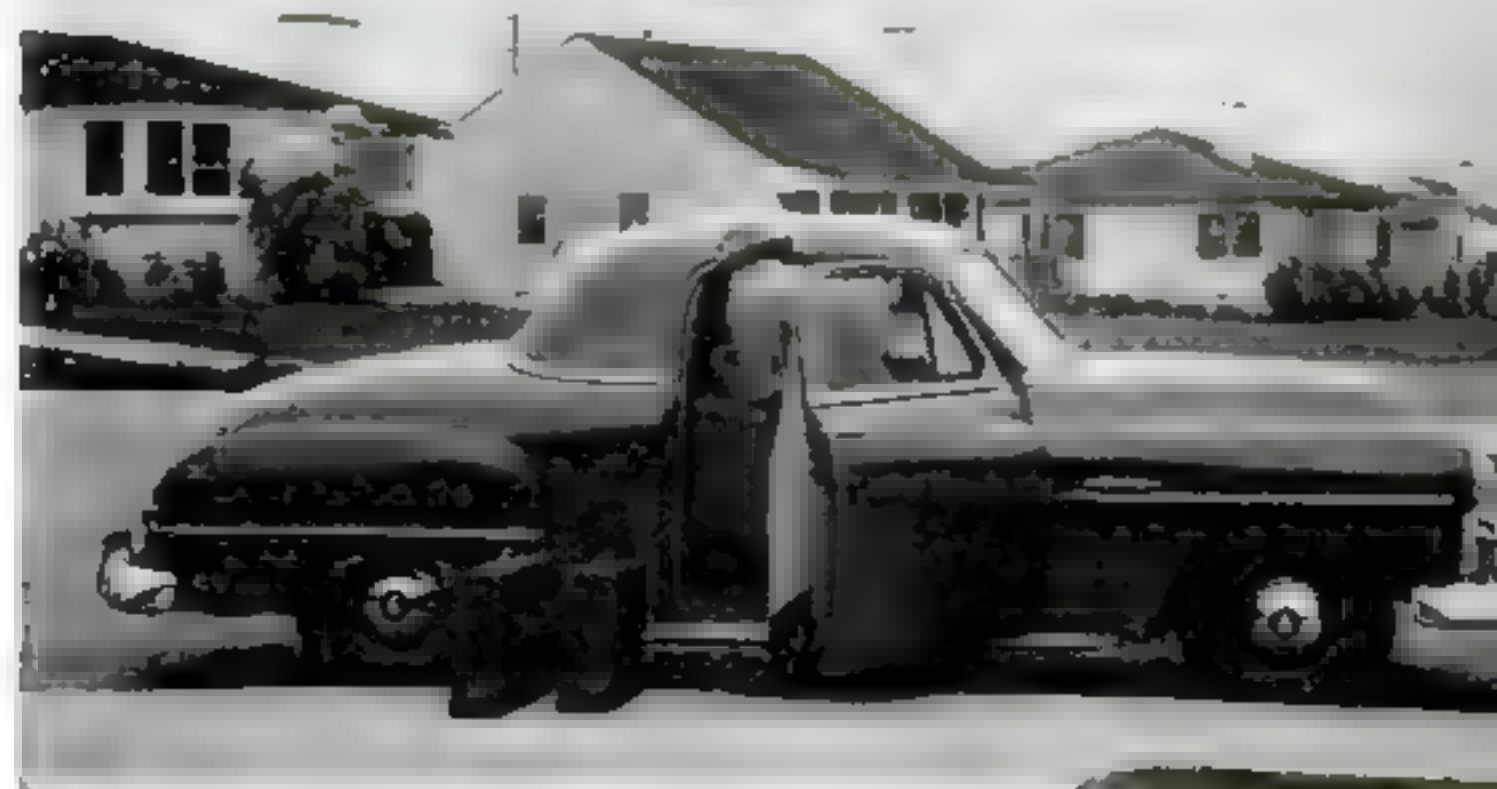
THE CONVERTIBLE CLUB COUPE. Enjoyment of living is the keynote of this model in the new Plymouth's "Cranbrook" series. Just touch a lever and the electrically operated top is lowered—or raised to make it snug and cozy inside.



THE PLYMOUTH "BELVEDERE." This is a completely new body style and certainly one of the most popular models ever designed. It offers the smart,



THE FOUR-DOOR SEDAN. Convenience in getting in and out, space for six adults, and a large luggage compartment make this a popular family model. Available in the Plymouth "Cranbrook" series, also in the "Cambridge."



THE THREE-PASSENGER COUPE. Utility, and economy, too, are advantages of this body style. The luggage compartment is enormous and there is additional space behind the seat. Available in the "Concord" series.



sweeping lines of a Convertible with the strength and durability of all-metal construction. You also have exceptionally good vision. The rear

window is extra large, and there are no side posts at the rear of the doors. When you roll the windows down, the entire side of the car is open.



THE CLUB COUPE. Spaciousness is an appeal of this model, with room for six. Door openings are extra large. Backs of front seats tilt inward as they fold forward. It's built in the "Cranbrook" and "Cambridge" series.



THE TWO-DOOR SEDAN. Economy is one reason why so many people like the Two-Door Sedan. Room for six. In the "Concord" series of the new Plymouth, it combines roominess and comfort with great maneuverability.



THE "SAVOY" and the "Suburban"—both of these versatile all-metal cars have rear seats that quickly fold into the floor, making a flat space almost six feet long. Even with the rear seat up, there is 3½ feet of luggage space.

There's a Plymouth for every purpose, and you have quite a wide range in price. The lowest in cost is the "Concord." Next above that comes the "Cambridge," and the "Cranbrook" is the top Plymouth series. However, they are all the same car as far as quality of engineering is concerned, with such advantages as the new "Safety-Flow Ride" for smoothness and stability on rough roads, Safety-Rim Wheels that protect you in case of a blowout, and many other features that are exclusive in the lowest-priced field. Your dealer will give you a catalog showing all models.

Equipment and trim are subject to availability of materials.

PLYMOUTH Division of CHRYSLER CORPORATION, Detroit 31, Michigan

Plymouth





*Cottons
are Smart—
Smartest
Swim Cottons
are Coles*



*There's a Cole designed
to make you lovelier!*

Shown: cotton swim suit, about \$15, matching sun set \$ 7. Created by Cole's designer Margi Felligi.

LETTERS TO THE EDITORS

CONTINUED

consisting of a few knickknacks (each gift usually limited to \$1). Now, however, the shower has become a form of blackmail. Not only are intimate friends invited to three or four showers, but anyone intimately connected with the bride, bridegroom or mothers of the couple and attendants is invited to attend. Invited? I mean black-listed if they don't attend!

FAITH ACKERMAN

White Plains, N.Y.

MacARTHUR CONTINUED

Sirs:

Thanks for your editorial, "The Role of MacArthur" (LIFE, April 30). I am convinced the tremendous reception MacArthur is receiving is the cry of the people for someone who (right or wrong) grounds his decisions on moral principle.

MRS. JOE D. GUESS

Mena, Ark.

Sirs:

... We do not question the necessity of our national defense program. But we believe it is designed for one basic purpose—to preserve peace with freedom if that can be done. We stand ready to accept world conflict if it is forced upon us by aggression and to defend against that aggression with all the strength we can muster.

But it is quite a different matter to be even partly responsible for provoking World War III and perpetrating the greatest crime of the ages upon mankind. Once that responsibility is ours we lose that inner strength which comes from a belief in the rightness of one's own action; and we are convinced that that inner strength has been the margin of victory for our country in every war it has ever fought.

JERRY VOORHIS

Winnetka, Ill.

Sirs:

... The stalemate in Korea is justified by the nature of the enemy who—like every tyranny—can survive only by continued victory. Stalemates are Russian disasters, not ours.

JOHN T. FOSTER

Emd, Okla.

Sirs:

Had not General Douglas MacArthur retired to the U.S., the American public would never have had the opportunity of hearing one of the greatest speeches of all time. It would have been deprived of the stimulating experience of seeing there are yet those who dare speak the truth and who have the courage and conviction to stand up for what they think is right, even in the face of adversity. . . .

ELDORA PLUMMER

North Hollywood, Calif.

Sirs:

Perhaps on the whole you have done a service in publishing a picture showing a few of those who booed President Truman at the Washington baseball park. Here is a record showing to what depths malice can carry some of our people. Here is an example of what the patriot should avoid at all costs.

EDWIN A. LEONHARD

St. Petersburg, Fla.

Sirs:

You state that Joe Martin gave a lunch in honor of MacArthur for 40

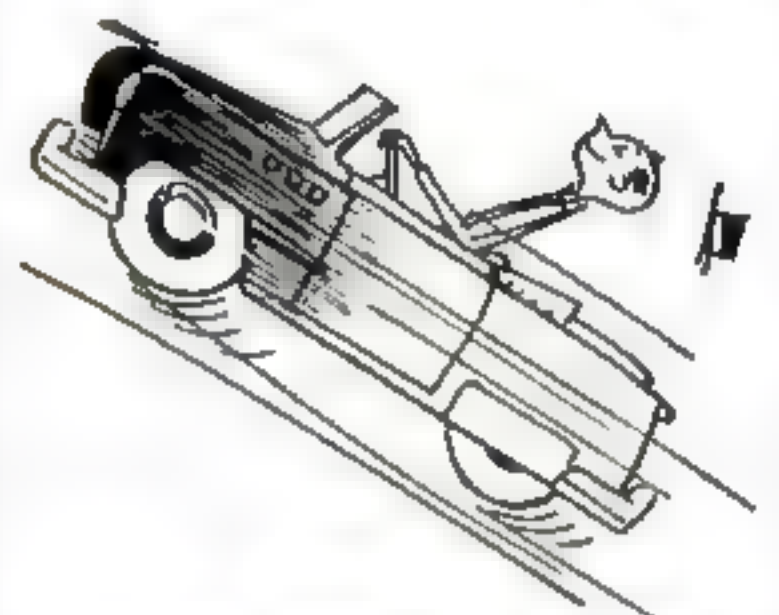
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TO ANY MOTOR OIL



FOR MORE POWER



WITH LESS GAS

WHY WASTE GAS overcoming friction? Wynn's bonds a super-slick surface to engine parts that overcomes friction drag, saves so much gas you drive one mile free in every ten. Like-new performance lasts years longer, too, because Wynn's stops valve sticking, reduces carbon, sludge, wear. Add a pint to your motor oil every 1000 miles.



Pays for itself in Gas Savings Alone

95¢ PINT

(less in some areas)

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GARAGES, NEW CAR DEALERS**

WYNN OIL COMPANY • AZUSA, CALIFORNIA

New G-E Life-Size

EASY ON YOUR EYES



New 17 inch Rectangular Tube



BLACK-DAYLITE TELEVISION

FROM ballet to baseball, the whole family thrills to big-as-life, real-as-life G-E television. This is the beautiful, new, life-size 17-inch G-E Black-Daylite Television...the ideal size for sharp, true-to-life action with unsurpassed eye comfort. Among its exclusively combined features are: new G-E rectangular black tube... G-E Automatic Sound—you just tune the picture, the

sound is right every time...powerful G-E Inter-carrier chassis... super-dependable G-E electronic tubes... 12" G-E Dyna-power Speaker... casters for easy moving. The cabinet is exquisitely styled with finely figured doors—genuine mahogany veneered and hand-rubbed for lasting beauty. Remember, you can put your confidence in General Electric. See Model 17C107 today!

General Electric Company, Electronics Park, Syracuse, N. Y.

*Big as life!
Real as life!*

You can put your confidence in—

GENERAL



ELECTRIC

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Rollback car expenses

with a WILLYS Station Wagon



Lower Running Costs!

- Get long, money-saving mileage with the high-compression *HURRICANE* Engine.
- Just 4 quarts of oil fill the crankcase.
- 3 quarts of antifreeze protect to 10°.

Save on Maintenance!

- Trouble-free as a car can be . . . costs less to keep tuned to top efficiency.
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Repairs Cost Less!

- Extra visibility and easier handling help avoid accidents . . . and repairs cost less if your Willys is damaged.



**\$100
TO
\$400
LESS**

Lowest Price in Its Field!

- The Willys costs less than any other full-sized station wagon. Road-test it at Willys Dealers!

WILLYS

makes sense

-IN ECONOMY -IN EASE OF DRIVING -IN COMFORT



Cool-crisp handsomely tailored slacks. Action-free comfort and fit plus famous MAYFAIR custom-styled design. Smart new "Tranquil tones". At leading stores, or write for name of nearest dealer.



LETTERS TO THE EDITORS

CONTINUED

guests, and that it only cost him \$30. If that is so I'm buying my groceries at the wrong store!

KARL H. FREDERICK
Flemington, N.J.

● The dinner cost \$120, not \$30 as reported in *LIFE* and the newspapers.—ED.

FLIGHT OF DALAI LAMA

Sirs:

His holiness, the Dalai Lama, was delighted with "The Flight of the Dalai Lama" (*LIFE*, April 23). His only criticism was the man pictured with Harrer is not a "beggar"; he is a pilgrim who begs to obtain money to complete his religious pilgrimage.

JAMES BERKE
New Delhi, India



HARRER AND PILGRIM

COLONEL FAWCETT

Sirs:

Colonel Fawcett's bones were found ("The Strange Case of Colonel Fawcett," *LIFE*, April 30). But whatever happened to his son Jack, and Jack's friend Raleigh Rimell?

LEWIS R. MILLER JR.
New York, N.Y.

● According to the Indians, Jack and his friend lagged behind the colonel's party and were clubbed to death by the natives. By Kalapalo standards only the leader of the expedition was important, so the bodies of the boys were thrown into the Lagoinha da Mato, a lake 11 miles from the Kalapalo village.—ED.

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New York 20, N.Y.

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"... a way to get off my feet"



"How's that, Mr. Powell?"

"I said, I'm going to get out from behind this counter one day soon . . . take things easy, Jack. And I'll still have an income!"

"Going into another business?"

"No sir! Out of business . . . turning this drug store over to my son and retiring. I've got an INSURED INCOME program with The Mutual Life. It's protected my family all these years. And now it will give me a monthly paycheck without working!"

"Say, that sounds like a smart plan, Mr. Powell. What does it cost?"

"A lot less for you than it did for me. I couldn't work any Social Security

benefits into my program, because it was only this year that men with their own businesses, like myself, could have Social Security. But you've had it ever since you started working and now your benefits have been practically doubled. So it'll be a lot easier for you to team up your benefits with life insurance and arrive at financial security."

"Guess I've got a head start on the future!"

* * *

The Mutual Life Field Underwriter in your community will be glad to show you how Insured Income can protect both your family and you.

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SEND FOR FREE BOOKLET—with the facts about Social Security . . . its value . . . and how it teams with your life insurance. If you are 45 or under, you'll be particularly interested in this booklet. Mail the coupon today. You'll also learn about the official records you need to save to collect benefits later without delay.

SOCIAL SECURITY BENEFITS FOR YOU AND YOUR FAMILY

WEATHER * STAR ATOP OUR HOME OFFICE—FLASHES OFFICIAL WEATHER FORECASTS



THE MUTUAL LIFE

INSURANCE COMPANY OF NEW YORK

1740 BROADWAY AT 55TH STREET • NEW YORK 19, N.Y.

Yes, I would like your FREE Social Security Booklet—L-75.

NAME DATE OF BIRTH
HOME ADDRESS CITY
COUNTY STATE OCCUPATION



ONE CHAIR tilts uneasily as if it were about to move slowly away on its stiff legs. It was abandoned in the middle of a gravel path in the Tuileries gardens.



EIGHT CHAIRS are lined up in single file as if some children had been playing school in the park. Folding chairs like these can be rented for 6 francs apiece.

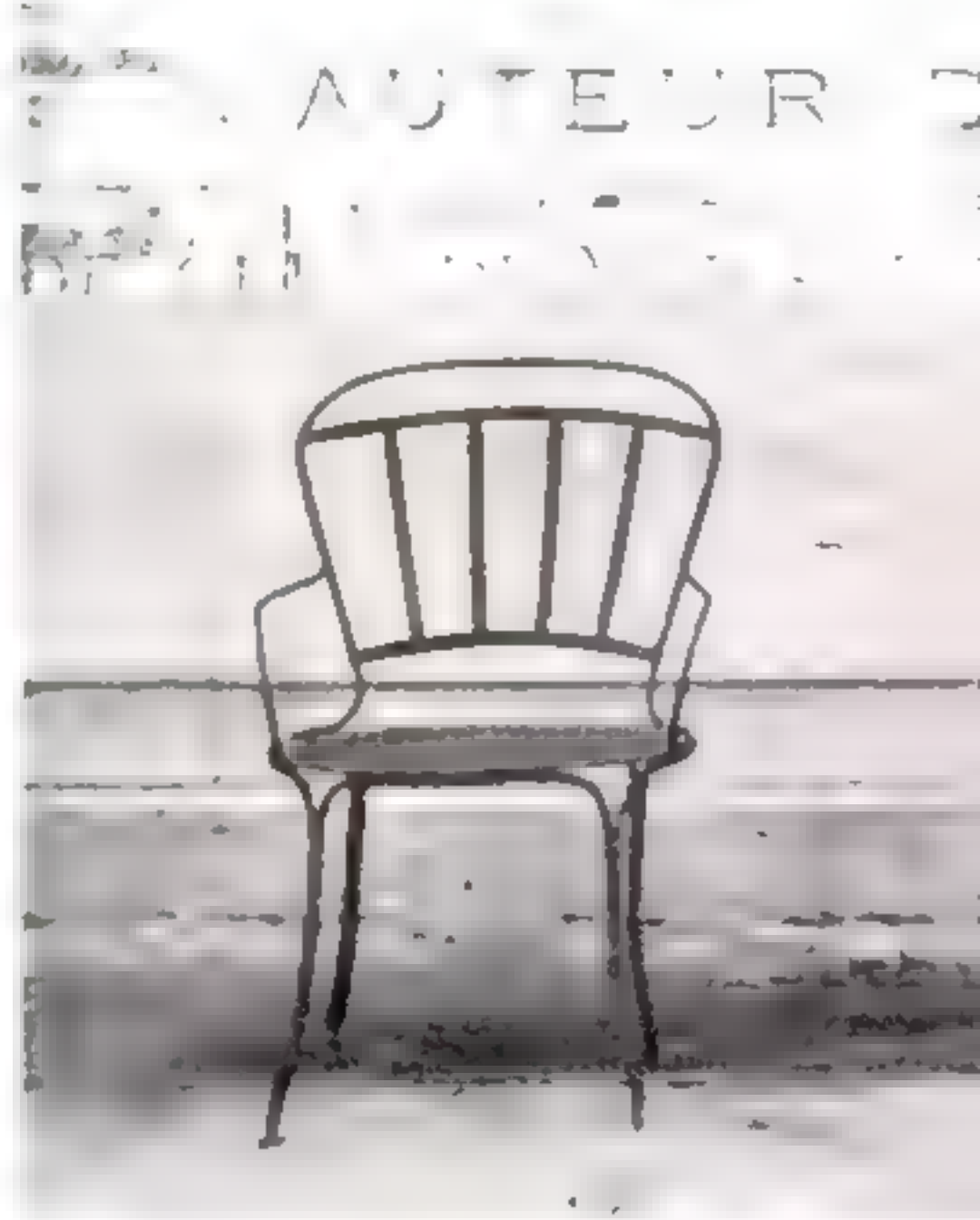


A PARISIAN OBSERVES A CROQUET GAME

SPEAKING OF PICTURES

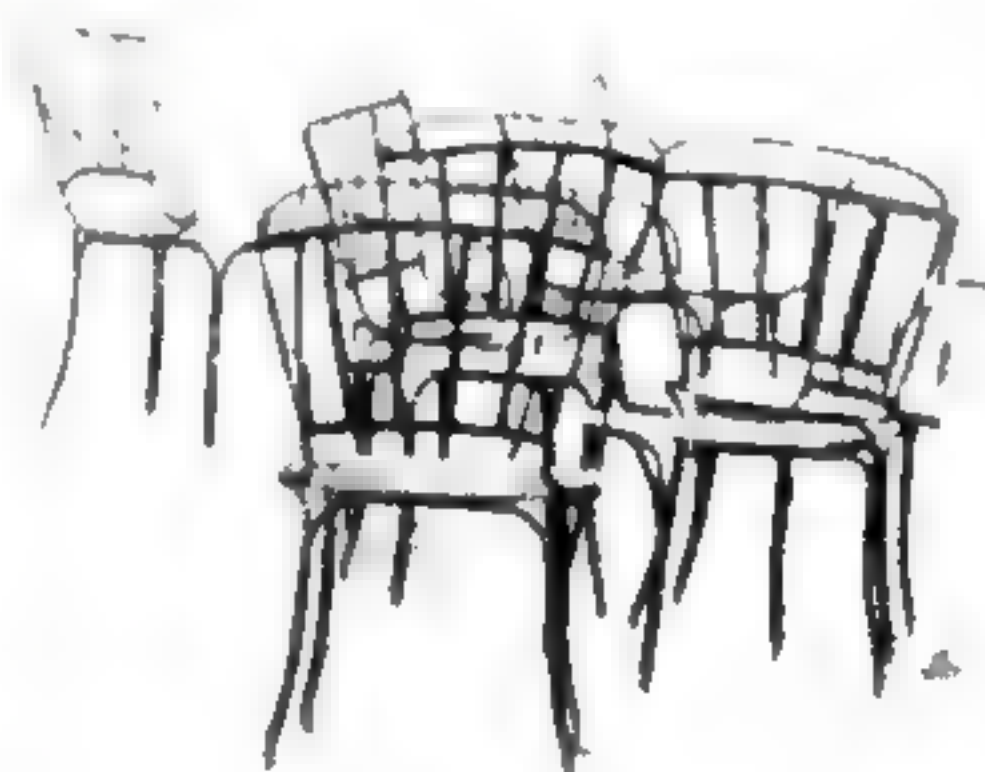
**A photographer in Paris
finds chairs everywhere**

When Robert Frank, a 26-year-old Swiss photographer, was in Paris a year and a half ago, he set out to photograph the sights of the city. On the way from his studio he walked through the Luxembourg gardens where he was attracted by the endless array of chairs that filled the park. Some were in tidy rows along the paths and fountains, others clustered under shady trees while here and there a single chair sat quietly by itself. "They all seemed to be waiting for something," says Frank. Soon he began to notice chairs all over Paris and wherever he went he photographed them—along the Champs-Élysées, under the cafe awnings, beside the sailboat ponds. When he left for New York he took with him more than 100 photographs of chairs, which to him symbolize the leisurely, relaxed way of life in Paris. "In New York," he says regretfully, "one cannot afford the time to relax in a chair. Besides," he adds, "you could not have such an institution. The people would steal the chairs."





HALF A CHAIR beside a sailboat pond is reflected in a puddle which was left by an afternoon shower.

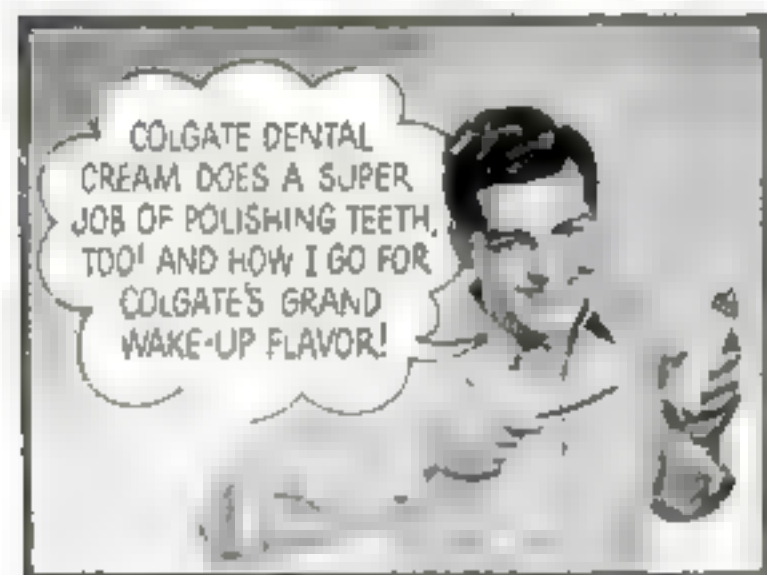


SEVEN CHAIRS are clustered together in a sociable group. Renting concessions are usually given to old people and invalids, who rent armchairs for 8 francs.

FOUR CHAIRS rest in front of wall in the Tuileries. Inscription on stones commemorates work of André Le Nôtre who designed this and other parks of France.



LATER—Thanks to Colgate Dental Cream



READER'S DIGEST* Reported The Same Research Which Proves That Brushing Teeth Right After Eating with

COLGATE DENTAL CREAM STOPS TOOTH DECAY BEST

MOST THOROUGHLY PROVED AND ACCEPTED HOME METHOD OF ORAL HYGIENE KNOWN TODAY!

Reader's Digest recently reported the very same research which proves that the Colgate way of brushing teeth right after eating stops tooth decay best! The most thoroughly proved and accepted home method of oral hygiene known today!

Yes, and 2 years' research showed that the Colgate way stopped *more* decay for *more* people than ever before reported in dentifrice history! No other toothpaste or powder—ammoniated or not—offers such proof—the most conclusive proof ever reported for a dentifrice of any type!



***YOU SHOULD KNOW!** Colgate's, while not mentioned by name, was the one and only toothpaste used in the scientific research on tooth decay recently reported in Reader's Digest.



COUPLE ON BENCH were photographed from top of wall. When they left, Frank followed them along the wall, then got down to catch them nearing exit.

It started as an "exclusive" with our tomboy



...and now
NEOLITE is the fashion for
the whole family!

Janie got a pair of spectator sport
shoes with NEOLITE Soles. She gave them
a hard time—but her shoes held their shape
beautifully. That was a fashion tip for me . . .
and it gave Dad an idea, too!

**INSIST
ON GENUINE
NEOLITE**

*The name is
always
plainly marked
on the sole*



My shoes hold their lines

longer now than they ever did before! Not
only that but NEOLITE Soles look so trim and
dainty at the arch that they must be a joy to
shoe designers. I know they are to me.

*Outwears leather 2 to 1!
Keeps shoes smart-looking.
Light . . . firm . . . flexible.
Damp-proof! Helps keep
feet dry, keep shoes in shape.*

NEOLITE

NEOLITE, AN ELASTOMER-RESIN BLEND, IS THE GOODYEAR TIRE & RUBBER COMPANY, Akron, Ohio

SOLES

Make any shoe a better shoe — any repair job a better job!



I like that extra wear!

NEOLITE Soles outwear leather 2 to 1! They need no breaking-in and
they're damp-proof—sheer perfection for a man who's on his feet a lot
and on his toes when it comes to buying shoes.

*As shown by actual walking tests, supervised by our own laboratory experts, comparing
Neolite with leather of the same high quality specified for use by the Armed Forces.



EVERYBODY KNOWS THE SIGN OF GOOD COFFEE



WONDERFUL IN
INSTANT FORM
TOO!

FISHERMAN'S LUCK: After a good catch—good coffee . . .

Maxwell House Coffee. Its rich fragrance rising over the open fire is a promise of the kind of coffee men like best—vigorous, full-bodied, with the wonderful "Good to the Last Drop" flavor you find only in Maxwell House. No other coffee tastes like it, because no other is made like it! The Maxwell House recipe insists upon certain fine coffees blended a special way to bring you coffee at its best. Coffee so completely satisfying that it's bought and enjoyed by more people than any other brand in the world!

TUNE IN two award-winning hits—"Father Knows Best," starring Robert Young, NBC Thursday nights, and "Mama," starring Peggy Wood, CBS-TV, Friday nights.



Products of General Foods

MAXWELL HOUSE . . . the one coffee with that "Good to the Last Drop" flavor !

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LIFE'S COVER

This week, decked in what the well-dressed swimmer may wear out of the water this summer (pp. 79-86), Model Lillian Marcuson Rekas becomes the 14th person to appear on LIFE's cover three times or more. This ties her with three models, three actresses, Princess Elizabeth, the Duke of Windsor and General Douglas MacArthur. There are more multiple-cover women than men in LIFE's gallery, but men hold the topmost honors. Winston Churchill and General Dwight Eisenhower have been on the cover four times each. The champions still are Rita Hayworth in the women's division with four, Franklin D. Roosevelt with the all-time high of five.

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The Secret of Lovelier Hair

for more than a century



Photograph by Horst.

MICHAEL OF THE WALDORF styles the hair of Mrs. ALBERT TILT, 3rd, Greenwich, Connecticut, following a Conti Castile Shampoo.

Beauty Authorities agree, "Pure Castile is the best shampoo."

And, for pure castile at its finest, leading hair stylists choose Conti . . . the pure castile shampoo that contains pure imported olive oil for greater hair loveliness.

Thanks to its natural oils, Conti guards the health of the scalp, leaves the hair silky-soft, lustrous and perfectly conditioned to take and hold its wave.

For more than a century, lovely women have used Conti for finest hair care—first with shampoo made at home by dissolving famous Conti pure castile soap, imported since 1836—now in response to their demand, with perfected Conti Castile Shampoo in liquid form.

Today millions of women use Conti for their fine shampoos. Absolutely pure and mild, it has no drying effect, contains no mysterious or irritating ingredients, is safe for children and all the family. It does not streak or fade hair and needs no conditioning agents or after rinses.

Use Conti regularly . . . it will make your hair lovelier.

Conti Shampoo

PURE CASTILE

Now also available in Canada

FIRST REALLY NEW TOOTH BRUSH IN YEARS!

Read What 25,000 Dentists Say About New Soft- Bristle PRO "59"

We mailed sample PRO "59" Tooth Brushes to every dentist in America. More than 25,000 have written us enthusiastically praising the brush. Read these typical comments selected at random from letters by dentists from every part of the United States. The originals are on file at our offices. Pro-phy-lac-tic Brush Company, Florence, Mass.

★ "For a clean, comfortable mouth, nothing like this brush. Absolutely nothing!"

★ "I am really thrilled with the results I have experienced in the use of this thin-bristled brush. I know my patients will appreciate using a brush like this."

★ "My immediate impression is that your PRO '59' will be the leading brush on the market as soon as the public earns of it."

★ "This is the best brush I have ever seen or used for gum massage! Congratulations on another Prophylactic achievement!"

★ "A new experience in tooth brushing. Excellent. Sensational."

★ "Absolutely superior to any brush I ever used. I could write a full page on its merits."

★ "Wonderful, first important brush in dental history."

★ "I think the bristles are wonderful! I like the shape and angulation of the handle—a grand brush."

★ "It has the properties of natural bristle, but finer! It is resilient, silk-like, yet firm to the tissues without harshness and rigidity."



OVER 2000 FINER
THINNER BRISTLES
CLEAN AND POLISH
SO MUCH BETTER!



The best-looking tooth brush you ever saw!
The best-feeling tooth brush you ever used.
Cleans deeper. Polishes brighter. Massages safer.

PRO "59"

A totally different Tooth Brush



CAUGHT BY THE CAMERA'S FLASH, TWO WETBACKS SWING ABOARD A NORTHBOUND FREIGHT TRAIN AFTER SUCCESSFULLY GETTING ACROSS U.S. BORDER

WETBACKS SWARM IN MEXICANS DISRUPT BORDER ECONOMY BY SNEAKING OVER FOR LOW WAGES

PHOTOGRAPHED FOR LIFE BY LOOMIS DEAN

All this spring southern California has been under invasion by a Mexican army as plentiful as the gentle and persistent spring rain. The wetbacks, as they are called, because they often cross the border by fording a river, are Mexican laborers who come over illegally by the thousands to get jobs for a few days as "stoop labor" on nearby vegetable farms, or sometimes hop freight trains (*chotas*) to longer-lived jobs farther north. Seven out of eight are quickly caught by border patrols (*next p. get*) and returned to

Mexico from which they patiently start out again for the U.S. Of the rest, most work briefly and return to Mexico of their own accord, juggling a \$15 to \$20 fortune.

To the whole 1,500-mile border area, and especially California where this traffic is heaviest, the wetbacks pose a major problem. With American stoop labor scarce, and the legal importation of Mexican labor strangled in red tape, most growers welcome wetbacks, especially since they work for half U.S. wages. But

they also depress wage rates, lower local living standards, take money out of the U.S. and unwittingly furnish protective cover for more dangerous aliens to sneak into the country.

Last week the Senate was considering a bill to provide for screening and transporting Mexican labor to this country at U.S. expense. Labor would be contracted for by growers who would guarantee wages and living conditions. The bill is expected to become law by July 1. It may—or may not—put an end to the wetback invasion.



FAVORITE SPOT for border crossing is through this hole in the Calexico-Mexicali border fence which

here spans the 10-foot-wide New River. The invading wetback above is holding his food sack in his teeth.



SEEMINGLY SAFE, this group of wetbacks who crossed through the fence hole now scramble inland

in the dark. A minute later immigration men closed in. Like pictures above and below, this one is unposed.



BACK TO MEXICO goes a group of serape-clad wetbacks, taken in night raid on a camp near Holtville

in the Imperial Valley where they had cultivated carrots. Half the valley's 16,000 workers are wetbacks.



SHIPMENT OF UNRESISTING WETBACKS, CAUGHT

**THEY SNEAK ACROSS,
RIDE BACK AND THEN
SNEAK ACROSS AGAIN**



BORDER PATROLMAN, usually dapper in green uniform, lets beard grow on back-country details.



BY A FEW PATROLMEN, MARCHES BACK TO CALEXICO IMMIGRATION GATES

In all of 1936 the border patrol arrested a mere 650 wetbacks. Then came prosperity, higher wages and World War II's labor shortage. The informal immigration of cheap Mexican labor became welcome, and to many a border-country farmer it still is. The result is that last year the border patrol seized 127,000 wetbacks. To get across, they cut holes in the 5.3 miles of 10-foot high Cyclone fence (above, left) erected to protect the most traversed part of the border around Calexico. Or they merely walk out the two miles from the heart of Mexicali to the end of the fence and cross the border. Or they sometimes pay "headhunters" \$10 each to smuggle them over, crushed in the luggage compartment of a car. Once over the border they seek work on a nearby farm or, bent on a more extended visit to their Good Neighbor, start the long, dangerous trek across the deserts (picture at right) to reach more secure jobs far from the border.

Handicapped by a lack of practical laws to combat this, the border patrol employs a defense in depth, setting up unexpected road and path blocks far from the border, regularly raiding farms and using both plane and jeep to spot the tracks of back-country hikers. But against the inexhaustible perseverance of the wetback, who virtually never puts up a fight when he is caught but shrugs it off with a smiling "*mala suerte*" (bad luck), the border patrol finds its most valiant efforts exasperatingly futile. The wetback is drawn by a powerful lure, he can always get a job because he can weed a 1,000-foot furrow without once straightening up, and he willingly works with the short-handled hoe which, so much more efficient around delicate plants, tortures American spines. Consequently some wetbacks arrested in the field have not bothered to pick up their blankets, knowing that they would be back again soon, labors and earnings interrupted only by a quick bus ride. Occasionally they get back before the immigration men do. And some wetbacks have been known to cross over, be returned and cross again six times in a single day.

The southeastern California immigration force of 90 hard-breathing men has asked for 100 reinforcements (which they probably will not get) and has recently launched a new get-tough policy with employers of wetbacks. But with labor scarce as more U.S. workers go into defense plants, and with one day's pay in U.S. dollars equal to eight in the wetback's native country, it appears likely that the patient invasion force will continue rattling Calexico's big steel fence of night until their entry is legalized.



"THE MEXICAN HIGHWAY," here used by a half dozen would-be citizens, is the long line of north-running power cables in desert portion of Imperial Valley.



HATLESS wetback uses a bucket to cover his head as he looks about with the border's eternal mistrust.



GRIZZLED Isidro Godinez at 62 is an average wetback. Almost all of them are 40 to 50 years old.



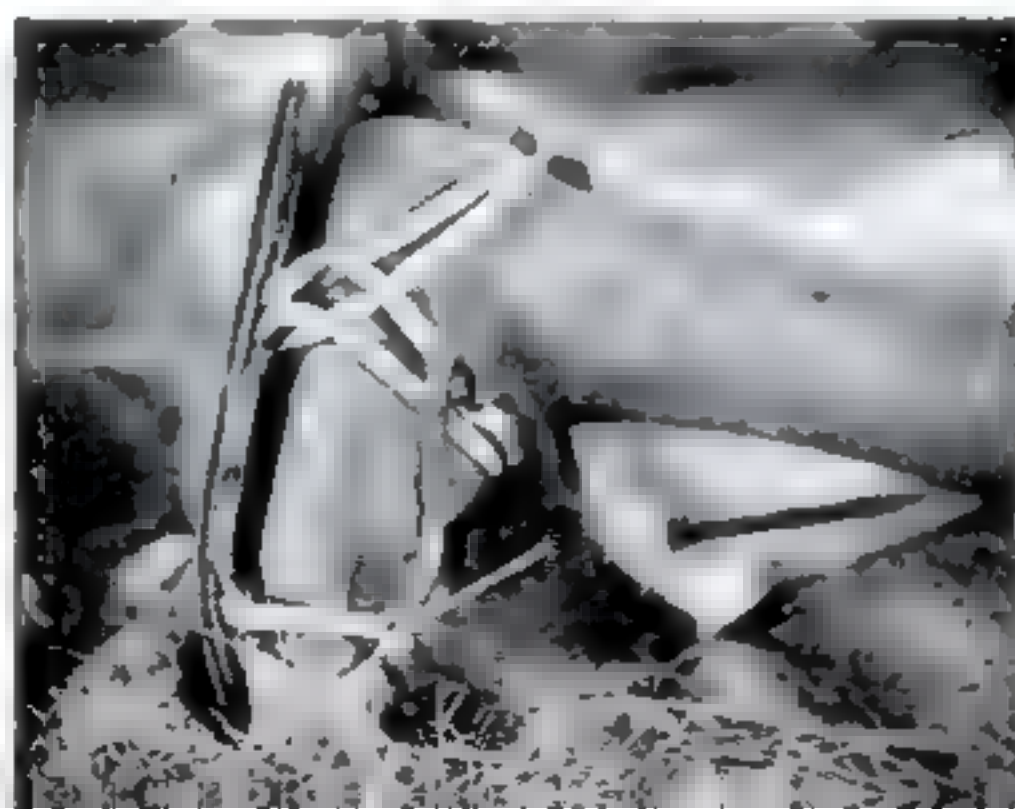
CAREFREE Isidro shows how much he was sick of the most dangerous U.S. border here.



WEARY Juan Camarena, 35, has been crossing for four years, was loaded for Los Angeles when caught.



IN THE BORDER PATROL JAIL AT CALEXICO, WETBACKS AWAIT ANOTHER U.S.-SPONSORED TRIP HOME.





ALTHOUGH SOME OF THEM HAD HIKEED 50 MILES ACROSS THE DESERT WITH LITTLE FOOD AND IN INADEQUATE SHOES (BELOW), THEY WERE FINALLY CAUGHT



HOW TO LOSE A WORLD

OUR GOVERNMENT'S DEPLORABLE PERFORMANCE IN IRAN HAS CONTRIBUTED TO A GREAT DISASTER

While the generals argue about Korea, and our men die there, the Soviet enemy is winning a great victory in another country.

The country is Iran. No armies are in battle, no Americans are dying in that country. Almost no attention is paid to what is happening there. Yet we are losing, and the enemy is winning, a position for which armies have fought many times. In different circumstances Americans might be fighting for all that is at stake in Iran today with less question than is raised over the necessity and the outcome of the battle for Korea.

What is so important about Iran? Three things are important: Iran's place on the map, its oil, and the plain fact that the U.S. and its allies cannot hope to defeat Communism in vast areas of the world if they cannot outperform and defeat it in such countries as Iran.

Pride, malaria and oil

Iran is 628,000 square miles of desert, plain and mountain, so placed at the junction of Europe, the Middle East and Asia that it is bound to be an international wrestling ground. From its borders you can step directly into Europe, via Russia and Turkey; into the Middle East, through Iraq, and into Asia through Afghanistan and Pakistan. In their day the Iranians—or Persians, as they were known until the late Shah Reza Pahlavi restored the country's correct name of Iran in 1935—made the most of their strategic spot. At the height of their power, four and five centuries before the birth of Christ, they were a mighty people, the masters of their world. They have gone down since. But in the way of an old people they remember the power and the greatness, and their consequent pride is connected with the troubles and dangers in Iran today.

There are some 17 million Iranians. Most of them are very poor, so poor that they never get enough to eat. Most of them are weak in body—malaria, tuberculosis and other diseases are distressingly common. Most of the people live in almost complete isolation from the capital city of Teheran. General communication as we know it—overland, by wire, by radio, by the printed word—does not exist in Iran. In the national sense there is no Iranian public. The public mentioned in news reports and assumed for purposes of political discussion consists of a few score thousand. They include the rich, who are few and tend to be very rich indeed; plus some thousands of tradesmen, professional men, politicians, and a miscellany of writers, newspapermen, students and the like who are vaguely classified as "intellectuals." About 2 million of the Iranians are tribesmen. Their main loyalty is to the tribe, not the country. Perhaps 3 million Iranians live in cities and large towns. The rest are mostly villagers and farmers. Very few own land. Very few earn a bearable living from the land they work for others. Very few, in short, have much reason to be for things as they are—for the life and society they know.

Just 50 years ago an Englishman named William Knox D'Arcy set out on a hunt for oil in Iran. He found it in huge quantities, and thereby multiplied the value of Iran to the Great Powers. Until lately they have followed a fairly consistent principle of diplomacy in Iran. Apart from the oil, which Britain had pretty well bottled up, the idea was not so much to possess or dominate the country as to prevent any rival from possessing or dominating it. This system of mutual negation worked quite well in the years when the U.S. stood aside from such rivalries and the main contestants were Britain and Russia. Britain was usually on top, and after World War II the British increased their industrial and military reliance on Iranian oil. The British government directly controlled the oil monopoly, so there was no danger of rabid private enterprisers departing from official policy or otherwise upsetting the game. It apparently never occurred to the British that the Soviet Communists—and the Iranians—might want to play the game another way.

With a force and rapidity which should have been expected, the game changed. Iran's politicians, in general blessed with more passion than foresight, were ready to assert their pride of self and country. An ancient people, also proud, were ready in their misery to welcome any change. The targets for all the accumulated ambitions and resentments were at hand—not Soviet Russia and the Communists, although they were feared and detested; but Britain and the British, with their oil monopoly and their fatal flair for arousing and ignoring the hatred of "inferior" peoples. The whole thing came to a head last year when the Iranian parliament, or Majlis, refused to ratify the latest revision of the oil contract. It was perfectly plain that the British monopoly would have to come up with a really generous and imaginative offer if a cataclysm was to be avoided.

The heart of the matter

And the Americans?

The Americans were there, in considerable strength. They saw what was happening: the revulsion against Britain; the stupidity of an oil policy which took as much as possible out of an awakening country and put as little as possible back into the country; the calculated cleverness of the Soviet Communists, who had the sense to work on, through and ostensibly for the Iranian people, with a "native" Tudeh party which was actually Communist but officially nationalist in sentiment and purpose. Plenty of American officials understood all this, but largely because of laxity in Washington the U.S. took no effective steps.

A team of unofficial technicians, organized by a group of private American enterprisers called Overseas Consultants, Inc. and hired by the Iranian government, were the ones who got to the heart of the matter. They worked out a brilliant and practical plan of economic rehabilitation. The program was to be financed largely by Iran from its oil royalties.

Here, in this plan, was a rallying point for American engineering and social skills, British pounds and Iranian aspirations. Here, in this plan, was the making of rout for the Communists, security for Iranians and a safe position for the West in Iran.

It came to nothing. As of today, the plan is dead of sheer neglect. The British refused to recognize the new realities, oil revenues which were to have financed a part of the program were held up as the controversy continued, and the U.S. failed to offer any adequate substitute financing. Other measures proposed to the State Department were either ignored or implemented so feebly that they, too, came to little or nothing.

Let the pieces settle

The Iranians have nationalized an oil industry which they cannot possibly run. The British, jolted awake, have offered compromises which might have stemmed the tide a few months ago but are taken as insults now. The Communist-Tudeh party commands a following which no other party can match. Events and the government are beyond the control of Shah Mohamed Reza, a young man who has always meant well. The cabinet is headed for the moment by a rich and otherworldly old Iranian, Dr. Mossadegh, who hates the Communists, hates the British and hates the Americans. No doubt unwittingly, he is taking Iran down a way of administrative and financial chaos which, if not halted and reversed, can lead only to Soviet domination.

And the Americans?

They are still around. The State Department policy, as explained in Washington the other day, is to let the pieces settle and then pick them up. How, when, by what means and to what end the pieces are to be picked up is not set forth.

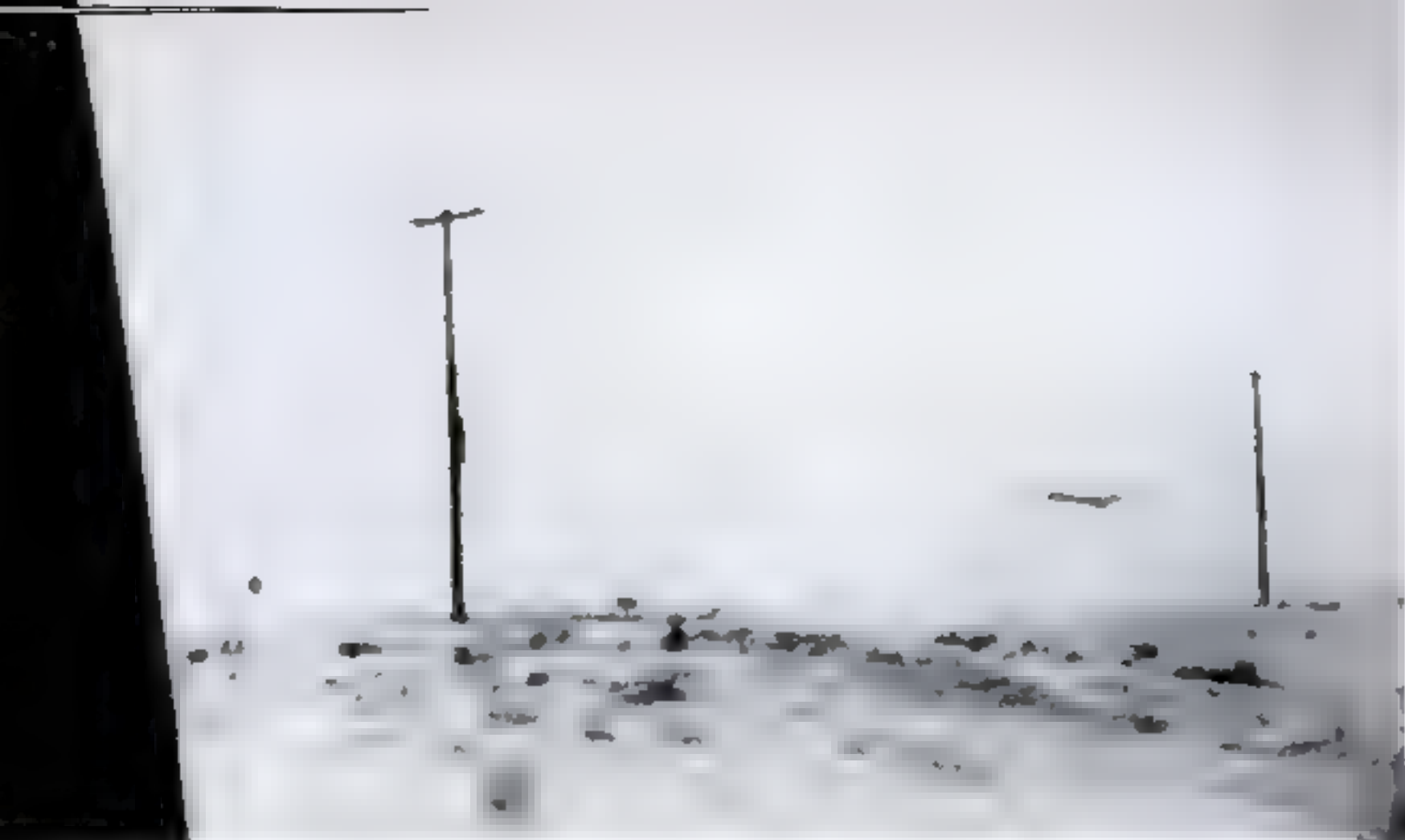
The truth is that the State Department has no policy for Iran and no policy for the Middle East. What it styles a policy is a mess of generalities (resist Communism, help anti-Communists, be for reform, etc., etc.). A State Department with a policy would, among other things, have got behind the plan for the economic salvage of Iran, supported it with vigor and taken any measures necessary to see that the British government supported it too. A State Department with a policy today would revive that plan and announce to the Iranians that with or without the support of the British this and similar measures have the full backing of the U.S. A State Department with a policy today would find a man of the caliber of Paul Hoffman or Lewis W. Douglas and put him in complete charge of "Operation Iran."

It may be too late in Iran. It is certainly very late. But it is not too late to appraise the U.S. State Department in the bleak light of Iran, and to bring Secretary of State Dean Acheson to book for a record of neglect and failure which alone is sufficient to justify his dismissal.

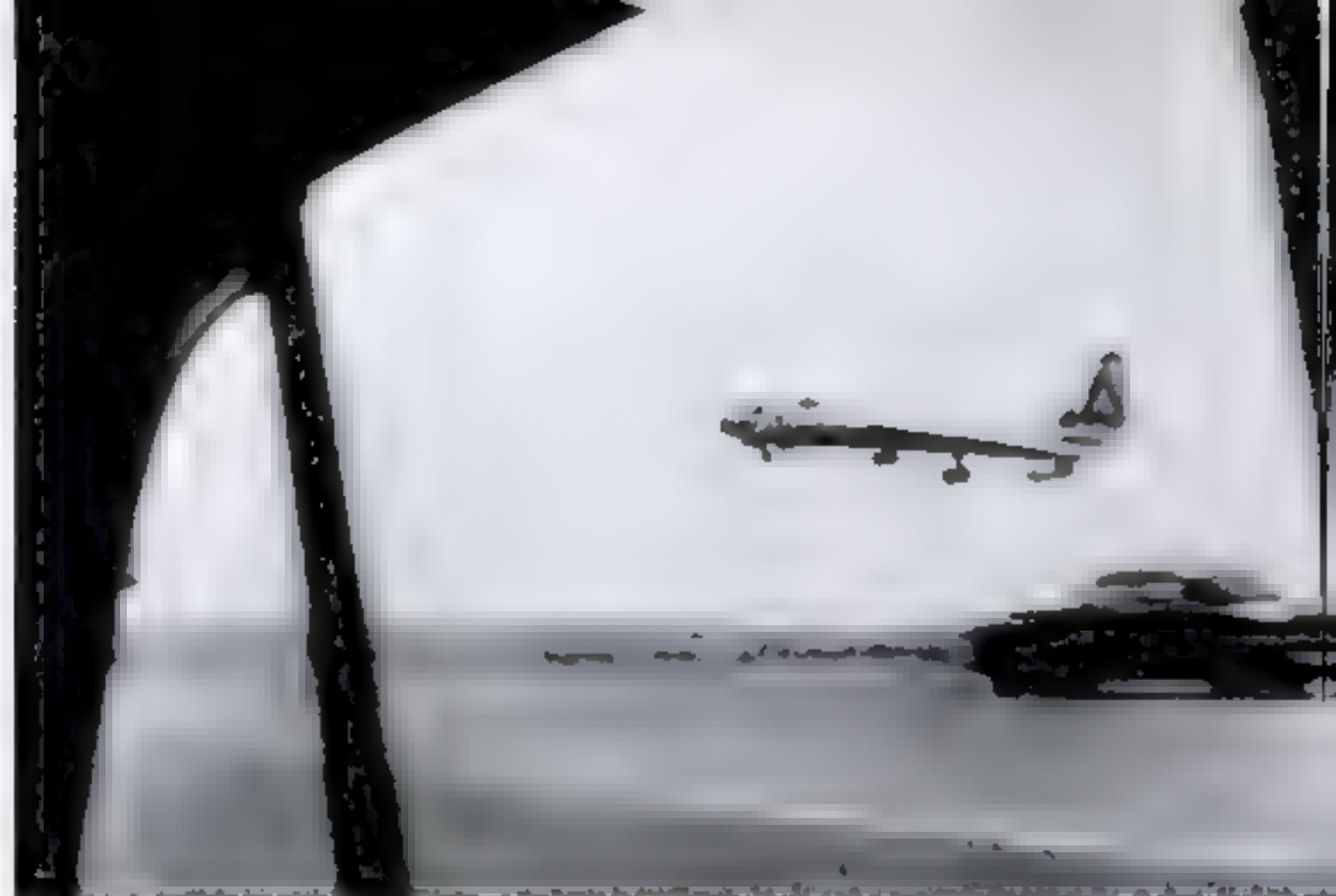


BARBERSHOP QUINTET

Like any self-respecting barber, Frank C. Penner, owner of a four-chair establishment in Portland, Ore., sometimes feels that he gets too close to humans. Recently this feeling became ungovernable. As a spaniel raiser and a man of action, there was obviously only one thing for him to do.



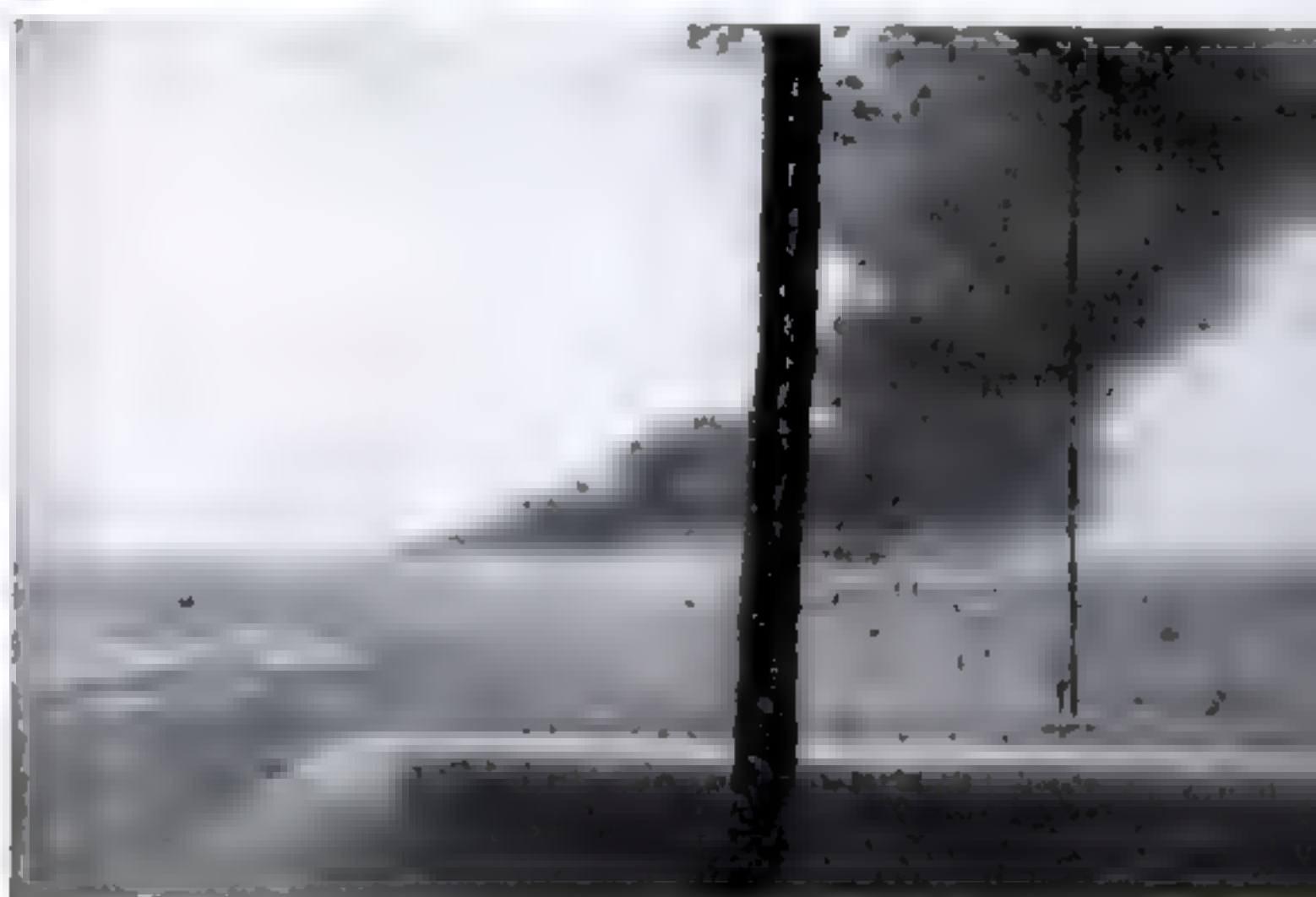
FROM CAR WINDOW HAZARD STARTS SHOOTING AS PLANE NEARS FIELD



PLANE MANEUVERS TO LINE UP WITH RUNWAY ON FAR SIDE OF THE ROAD



IMMEDIATELY CLOUDS OF BLACK SMOKE START TO POUR FROM WRECKAGE



SMOKE BILLOWS INTO SKY FOR MOMENT BEFORE SWEEPING ACROSS FIELD

CAMERA RECORDS BIG B-36 CRASH

High gusty winds swirling in a terrifying dust storm at Albuquerque, N.M., on Sunday last week, is one of the world's largest bombers roared low over the city and lumbered into its final approach for a landing at Kirtland Air Force Base. It was a B-36D, three hours out of Fort Worth with 25 aboard. Wheels down, it settled gently toward the ground. Suddenly the right wing dipped, and the right outboard

propeller and jet engines near the wing tip struck the ground with a screeching crash. At full throttle the 10-engined plane boomed into the air, made a clumsy climbing turn to the right, fell off on one wing and smashed into the ground in a blast of orange flame and thick black smoke. In this wreckage 23 airmen lost their lives.

This whole quick tragedy, as it lay, once,

AS THE SMOKE CLEARS, AIR FORCE PICTURE SHOWS (LEFT TO RIGHT) B-36 TAIL, BURNING C-54, B-36 JET ENGINE (CENTER) AND A METAL SECTION, A





JUST BEFORE TOUCHING DOWN, PLANE IS APPARENTLY LANDING NORMALLY



ONE WING ALMOST VERTICAL, PLANE HITS. THERE IS A PUFF OF FIRE



WITHIN FIVE MINUTES FIRE FIGHTERS ARE AT WORK AROUND THE WRECK



TWENTY MINUTES LATER THEY ARE STILL TRYING TO PUT OUT THE BLAZE

was recorded step by step on film. Near the field lived Allyn Hazard (right), who had recently bought a movie camera. Hearing the roar of the big plane, he called a friend, jumped into a car and made the pictures shown above while the friend drove toward the field. He was winding his camera when the plane first struck and missed the first step of the accident. But his film will help the Air Force find the cause of the crash.

In five years of flying its huge and complicated long-distance giants, the Air Force has lost four other B-36s, one only a few weeks ago when it was rammed by a fighter plane. The first three were lost from engine failure, pilot error on take-off and ice in a heavy storm. The probable reason for this one: the pilot misjudged his approach in the gusty wind, tried to pull up and go around again, was too late.

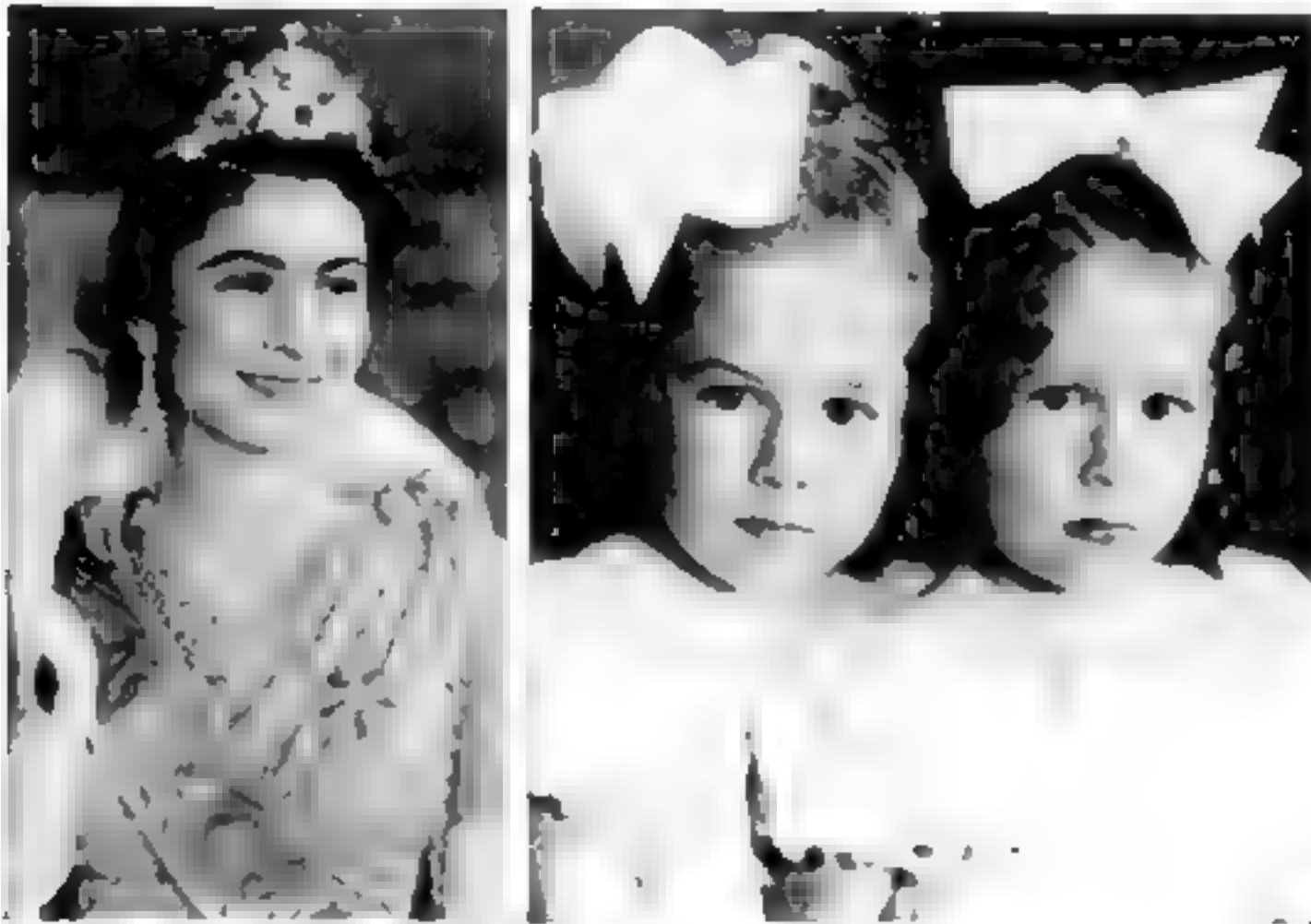


"HAP" HAZARD, who shot the crash, is an engineer, inventor and a dianetics auditor.

PIECE OF FUSELAGE (BACKGROUND) AND THE PLANE'S DOUBLE NOSE WHEEL. THE CRASH SPATTERED A 500-FOOT AREA WITH BURNING GAS AND DEBRIS



THE ROYAL CAST INCLUDES SOME CASTOFFS



KING'S EX-QUEEN Farida (left) now lives in seclusion in Cairo with youngest of three daughters she bore Farouk. Older girls (right) are sometimes seen in public.



BRIDE'S FAMILY TREE, tracing Narriman's nonroyal forebears, was published in Cairo press as special wedding feature. Queen's father died a year ago.



QUEEN'S EX-SUITOR Zaki Hashim (left), whose plans were upset by Farouk, has been named to Council of State. Last month he married Amaal Fikry (right).



IN ABDIN PALACE THRONE ROOM KING FAROUK AND QUEEN NARRIMAN

FAROUK'S NEW QUEEN

King of Egypt weds daughter of a commoner

GALLANT AGA KHAN, Ismaili Moslem ruler, bows to kiss queen's hand as Farouk and his uncle, Heir-Apparent Prince Mohammed Ali, 75, look on.





POSE WITH FAMILIES FOR OFFICIAL PORTRAIT. QUEEN'S MOTHER IS THIRD FROM LEFT. THREE BERRIBBONED SISTERS OF KING ARE AT RIGHT OF QUEEN

Behind the shattered windows of her mother's villa 17-year-old Narriman Salek waited quietly through the hot, cloudless morning of May 6. Meanwhile, several miles away, at a wedding ceremony for men only, King Farouk signed his name to a four-page contract. As he did so, the guns of Cairo's Citadel boomed out. Narriman, daughter of a civil servant, had become the king's wife. Six hours later Queen Narriman stepped into a limousine and slowly drove through the streets to meet her bridegroom

and join in the receptions. Along the route a million Egyptians strained for a look at their new queen. Eighteen months ago few had ever heard of her. She was the fiancée of another man, a minor U.N. functionary. Then Farouk saw her and exercising his kingly prerogative ordered her engagement broken off so she could marry him instead. Now his subjects could only hope that Narriman would present a son to Farouk, who divorced his first wife (opposite page) after she had produced only daughters.

ROYAL HORSEMAN, in a saddle draped with leopard skins wears an ornament of Pharaoh's guard at pageant.

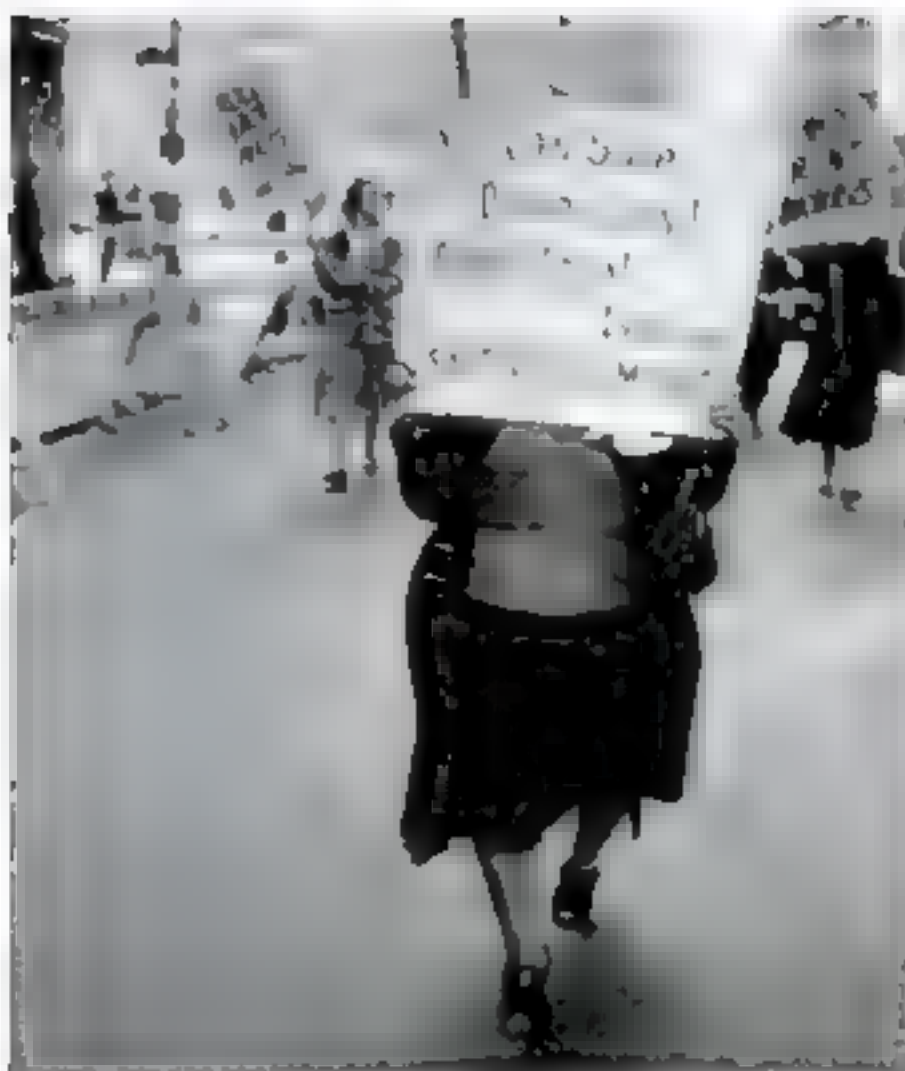


SILVERED TUSK, a wedding gift, is carried into palace by barefoot servant.



THROUGH FESTIVE ARCH topped by a crown and heart, queen comes in lead car to join king after ceremony.





MARCHER in New York Communist parade carries one of many signs protesting Willie's sentence.



PICKETS, including Mrs. McGee, who was taken over by Communists, paraded before White House.



DEATH WATCH in Harlem on execution night was addressed by Communist Leader Benjamin Davis.

THE END OF WILLIE MCGEE

A Mississippi rapist with a slender chance to escape death is "aided" by the Reds and gets the chair



JUDGE BURKITT COLLINS

The first 31 years of Willie McGee's life in Laurel, Miss., were humdrum and anonymous. He drove a grocery truck, married, had four children. Sometimes he gambled a little, or he got a little drunk. Not many people in or outside of Laurel, a furniture-making town of 26,000, ever heard of Willie.

On Nov. 2, 1945 a part-drunk Negro broke into the bedroom of a respectable Laurel housewife and, under threat of knifing her and her baby, raped her. Arrested on clues furnished by neighbors, Willie immediately confessed orally and later in writing. He was tried, convicted and sentenced to death. There was a bare chance that this sentence might never be carried out on the reasonable

ground that he, a Negro, had been condemned to death for a crime no white man has ever been executed for in Mississippi. But something very unfortunate happened to Willie. His case fitted too well into the strategy of the Communist International. Because it did, Willie McGee suddenly became a pawn in a world propaganda war, a symbol with which Communism sought to convince Chinese and Indians and Indonesians

that capitalism hates and tortures anyone who is not white. The "McGee Case" became more famous in distant countries than in most of the U.S. The fact that the physical evidence against Willie was overwhelming was conveniently ignored. So was the crime he had committed. So was the fact that Willie never took the stand in his own defense, and that the friends he said he was gambling with on the night in question could not be found. Instead money was raised to reopen Willie's defense (he was tried three times before Judge Burkitt Collins, *left*) and to prolong his propaganda value. "Save Willie McGee" rallies blossomed in scores of cities, from Los Angeles to Paris. At these Willie mysteriously became a "veteran" (he was never in the Armed Services) and a "union man" (the union he was supposed to belong to was not yet organized at the time claimed). Those things didn't matter. Willie McGee was an instrument with which to stir up hatred of the U.S. abroad and heighten racial tension at home. As the Communists moved in, such groups as the N.A.A.C.P. (National Association for the Advancement of Colored People) drew back.

Five years and five months later, after numerous appeals, six stays of execution and three Supreme Court refusals to review the case, the Communists had worked Willie McGee for all they could. Last week he was executed and made one more headline in Communist papers the world over. His family buried him. The fervent, noisy "friends" who came to Laurel to capitalize on his plight wandered off, looking for some new symbol.



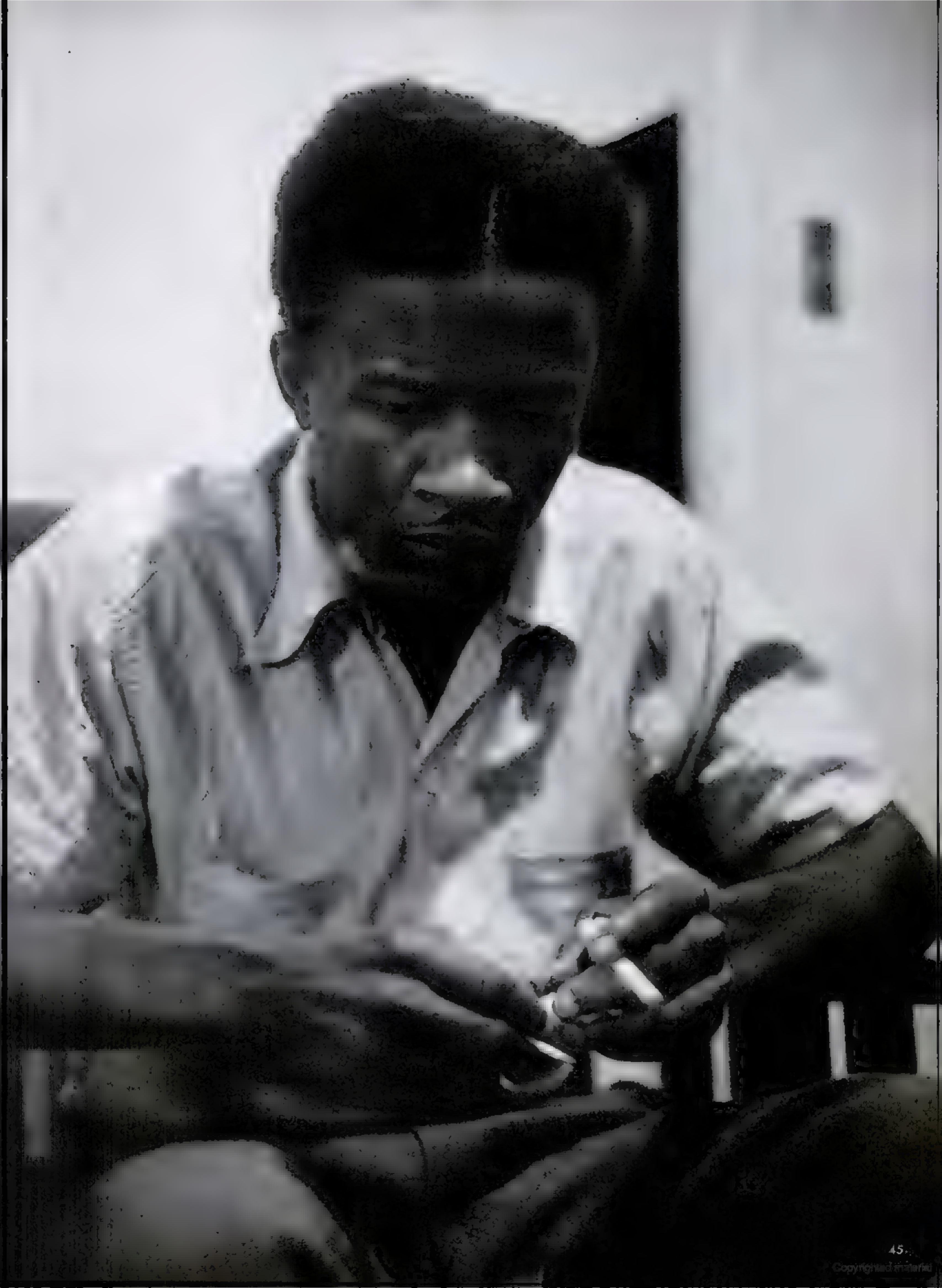
WILLIE'S LAWYERS, Bella Abzug, John Coe, were imported from New York, Florida.



CROWD OF 1,000 gathered outside Laurel courthouse where by law Willie was returned for execution in portable electric chair.



ELECTRIC CHAIR was brought into the courthouse just before midnight execution.





REBUTTAL TO MacARTHUR BEGINS AS SECRETARY MARSHALL IS GREETED ON HIS WAY TO THE CAUCUS ROOM BY A BATTERY OF PHOTOGRAPHERS

THE ISSUES ARE NOW DEFINED

CLASH OF WORDS, WILLS AND IDEAS BEGINS TO PRODUCE POSITIVE RESULTS IN KOREAN POLICY

WASHINGTON

In sober civilian clothes, General George C. Marshall marched briskly toward the Senate caucus room one morning last week to take up a familiar defensive position. As Secretary of Defense he had come to present his rebuttal to General Douglas MacArthur's indictment of the Truman Administration's foreign policy as do-nothing appeasement (LIFE, May 14). In 200,000 words of testimony he stoutly defended that policy. But as the inquiry went into its third week there were signs that the Administration was already being shoved into a firmer policy toward Red China.

As an Administration spokesman, General Marshall testified that in his opinion the U.S. should not surrender Formosa to Communist China. The government had never said this so plainly before. Pressed, Marshall added that the U.S. should not consider the admission of Red China to U.N. as a part of "cease-fire terms." In Britain's House of Commons, Foreign Secretary Morrison declared that the British government would consider it premature to discuss Formosa while operations continue in Korea.

Though General Marshall still insisted that an economic blockade would have little immediate effect on the Korean war, a blockade seemed to be in the making. In London the British announced a willingness to broaden the embargo on strategic materials for Red China. They shut off shipments of raw rubber. At Lake Success, after months of bickering, a U.N. committee began consideration of other economic sanctions against the aggressor. In New York, General Whitney, MacArthur's aide, noting these new developments, said, "General MacArthur is pleased at . . . an apparent orientation of administration policy toward his basic views on the Far East."

The Administration, obviously, was not prepared to agree. But evidence of a more stubborn attitude toward the Far East was implicit in Marshall's testimony. The U.S., he stated, hoped that the destruction of Red China's trained manpower and its matériel in Korea would create

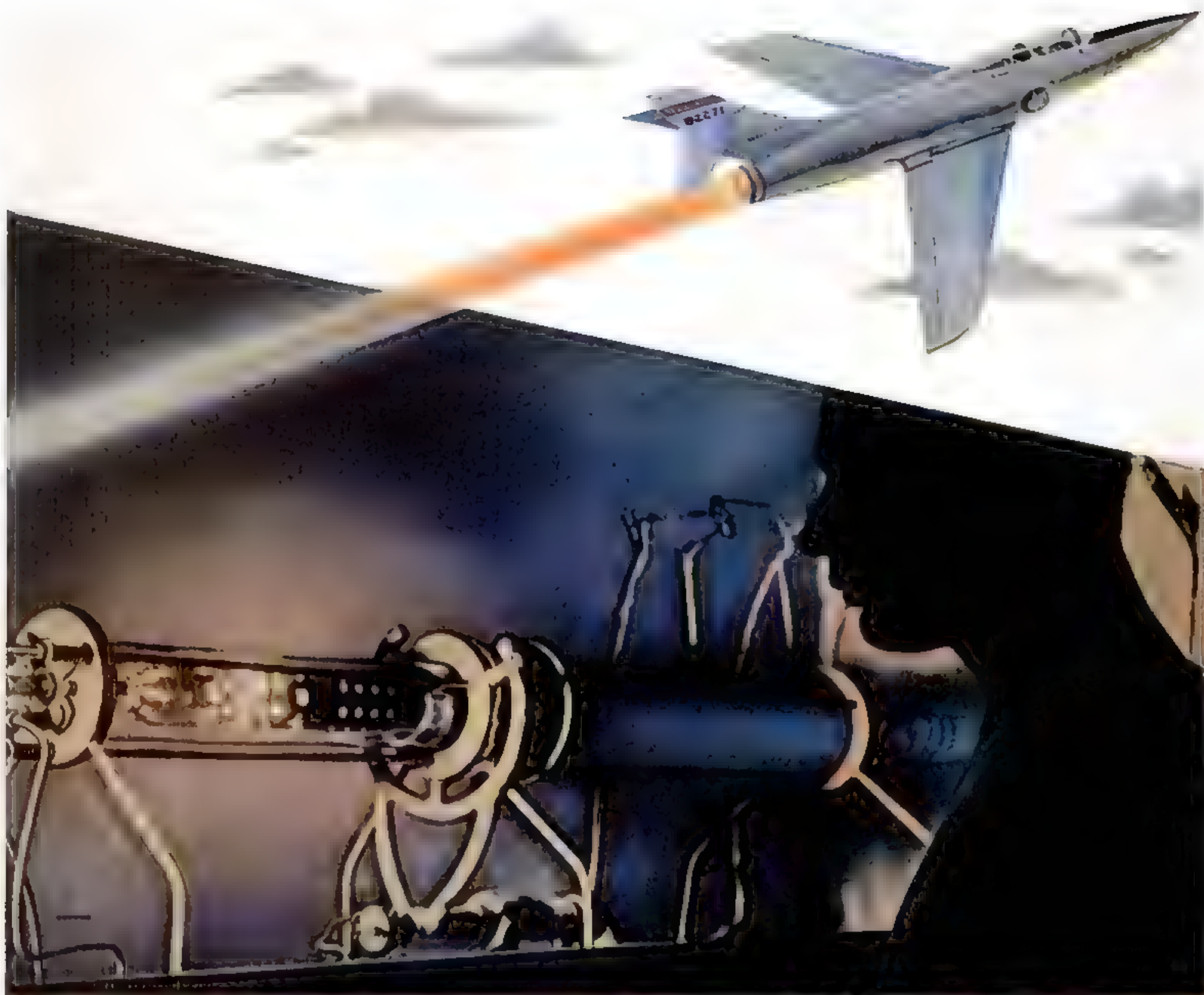
dissension between the Chinese and the Russians. This at least indicated that there was some new political thinking on Korea. This attitude was further revealed when it became known that the Administration was going forward with a secret "silver bullet" operation which General Marshall would not discuss, off or on the record. Its objective was to create dissension within China itself by spending dollars to promote civil war.

It was plain that no matter how they differed on major policy neither MacArthur nor Marshall was content to see the Korean war fall into a stalemate. But as to the specifics of what should be done about it and what had been done about it the two generals were still far apart.

Throughout the whole six days of his testimony General Marshall continued to argue that the bombing of the Chinese mainland, the establishment of a formal economic blockade and the use of Chiang Kai-shek's troops might well mean Soviet intervention. These, he contended, not only would cost us the support of our European allies but lead to atomic war—which would cost the U.S. infinitely more than Korea.

This was his rebuttal to MacArthur's contention that there can be no effective end to the Korean war unless it is fought and won the way any war is won—by using every force at our disposal. The time of the Soviet entry into formal war against us, in MacArthur's view, depends not on what we do in Korea but solely on the calculation of the Kremlin.

The most searching examination into foreign policy in U.S. history had not yet produced a firm decision. But the clash of wills and ideas already had results. One—as evidenced by the new British attitude—was that our allies were aware that they were now called upon to give more active support to a more aggressive Far Eastern policy; another was that any U.S. foreign policy in Korea will be acceptable only if it is free of all taint of appeasement. (For a digest of General Marshall's testimony, see page 49.)



Its spurting flame and heat quickly suggested the name "little Beelzebub"—prince of demons.

Beelzebub in a Box

JET FLIGHT at supersonic speeds raises questions which must be answered at minimum risk to lives and planes. Many of these questions relate to fuel combustion. Shell scientists cut through the unknown by building a jet engine in miniature—"little Beelzebub"—reproducing the conditions of flight in the laboratory.

Operating their engine under heat-proof glass, they can observe how hot a fuel burns, at what rate it builds up car-

bon deposits, at what altitude the flame blows out.

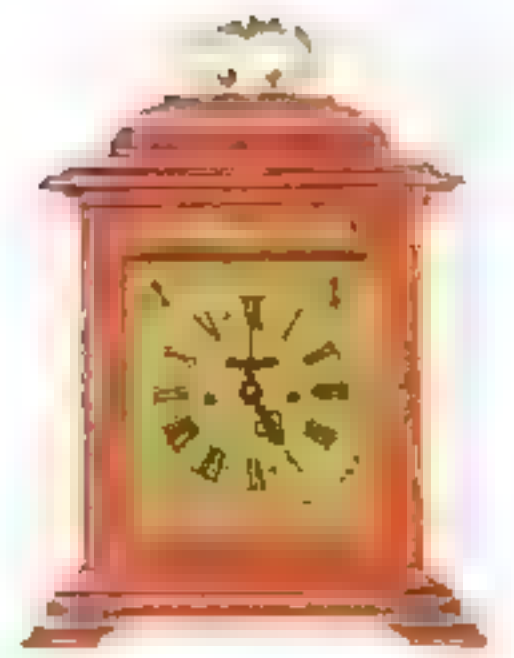
With varying fuel-air mixtures, atmospheric pressures, exhaust pressures, sudden changes of altitude, the scientists can run through the scale of a fuel's performance in half an hour.

There's no harm done when a jet flame blows out in a laboratory. The story may be quite different when it fails a pilot at 30,000 feet.

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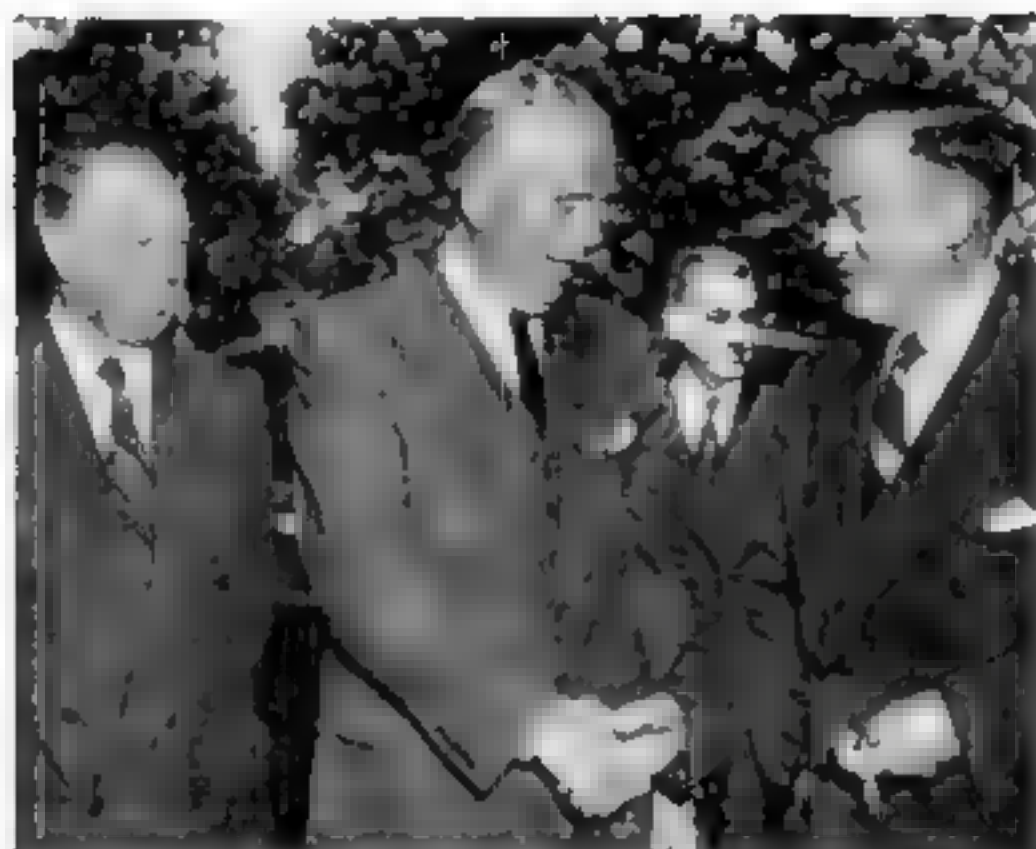


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SENATE GREETING by Harry Byrd (left) and Styles Bridges was same accorded MacArthur four days before.



DOCUMENTS for the committee are brought from Pentagon by Army aides.



BACK TO PENTAGON goes Marshall, pushing through revolving door of Senate Office Building after testifying.

WHAT WE SHOULD DO: SECRETARY MARSHALL PRESENTS HIS VIEWS

SENATOR LYNDON JOHNSON. You and General MacArthur have agreed that there are three alternatives in Korea. We can get out; we can continue our present course as planned; and we can adopt the recommendations made to this committee and to the country by General MacArthur. . . . [Is] the present course that this nation is following calculated to bring us the quickest victory . . . with the least losses of life?

SECRETARY MARSHALL. . . . [It] is the only practical course at the moment. . . .

CHAIRMAN RICHARD RUSSELL. [Can] the Chinese Reds be driven out of Korea . . . without implementing General MacArthur's recommendations?

MARSHALL. . . . If the Communists continue in force . . . with the potential of additional reinforcements . . . [and there is] no considerable reinforcement of the U.N. Army they could not. . . . I have my own doubts as to whether the actions recommended would bring the conflict to a victorious end . . . it might result in a great increase in casualties. . . .

CHAIRMAN. How will we ever bring the Korean episode to a conclusion?

MARSHALL. . . . I can't advertise my conclusions. . . . [But] they have had tremendous losses. . . . The question is how long that can go on unless they are assisted by the Soviet government. . . . Their losses cannot continue without wrecking them very seriously because they have troubles in China themselves. . . . This threat they were carrying out against Indo-China . . . has been decidedly delayed by . . . Korea, and the same thing applies to any threats to Thailand.

SENATOR BRIDGES. . . . You said . . . human life was considered very cheap in China. . . . Then you made another statement . . . to the effect that we just keep on killing Communists, and you thought that was . . . the best way of proceeding. . . . Do you not think that lessens the value of your thought that . . . just killing Chinese Communists, where a few hundred thousand or even, perhaps, millions, wouldn't make any difference. . . .

MARSHALL. Senator, I referred . . . to trained Communist forces. There is a limit to what they have . . . and, presumably, a limit as to equipment. . . . I am talking about the vital effect of destroying trained Communist armies . . . on the front of the First Corps. . . . It was calculated there were 34 divisions and the last report I heard . . . 26 of those had been pretty largely chewed up. . . . We have filled the hospitals all over China . . . [that] is bound to have its effect on the Chinese people. . . .

CHAIRMAN. . . . You recommend a continuation of the present policy rather than adopting General MacArthur's proposal?

MARSHALL. That is correct. . . . Of course if the Chinese Communists with at least equipment support from the Soviets . . . carry the war to us outside of Korea . . . we have to retaliate. We have no choice. . . .

CHAIRMAN. What . . . potential power of retaliation is available to the Soviet in the Korean war?

MARSHALL. . . . They have . . . a considerable

force . . . in the vicinity of Vladivostok, Darien-PortArthur, Harbin. . . .

CHAIRMAN. . . . [Do] you think that the methods now being employed in Korea . . . can bring the war to a successful conclusion in the foreseeable future?

MARSHALL. . . . There can be, I think, no quick and decisive solution . . . short of resorting to another world war. . . . Our policy [is] to contain Communist aggression in different fashions in different areas without resorting to total war. . . .

Korea is only the latest challenge in this long, hard, continuing worldwide struggle. We are applying there the same policy that has been successfully applied in the attempted aggressions that preceded it. . . . All of them have been costly, but Korea is the most costly of all, for it has involved the lives of our American troops. . . .

Our policy has been uniform in the following respects: We have spurned appeasement. We have brought to bear whatever has been necessary. . . . Korea is not the first time there have been complaints of a stalemate, and it is not the first time that there have been demands for a quick and decisive solution. . . . Korea has lasted for 10 months but the Berlin crisis lasted almost 15 months and was a very daring undertaking. . . . There were times when . . . Berlin also looked like a stalemate, but . . . in the end [we] won a notable victory.

. . . The effort to free Greece . . . took 18 months. There were those who said that this was a hopeless adventure. . . .

While our foreign policy has placed a considerable burden upon the U.S. in recent years, it is likewise true that it has imposed great strains on the Soviet government, and has created significant tensions within the Soviet orbit. . . .

CHAIRMAN. . . . If MacArthur's [program] is adopted . . . will it likely promote intervention by the Soviet power . . . ?

MARSHALL. My own view was—and I think it is similar to that of the Chiefs of Staff—that we were risking a hazard that had such terrible possible consequences that what we would gain was not comparable to what we were risking; and further than that, that certain of those actions would almost inevitably lose us the cooperation of our allies. . . .

CHAIRMAN. What effect do you think [the MacArthur plan] might have upon . . . the North Atlantic Treaty and the military and political situation in Western Europe?

MARSHALL. . . . All . . . would be jeopardized very seriously.

CHAIRMAN. . . . What [might] occur if the Soviet intervened?

MARSHALL. . . . That would immediately involve the defense of Japan, Hokkaido in particular, attacks on our air all over Japan, all over Korea . . . and we couldn't accept that [kind of aggression] without the maximum retaliation on our part which inevitably means a world war, which means unlimited losses for a considerable period of time.



PRO-MARSHALL CARTOON in the Washington Post says, "We've been using more of a roundhouse."



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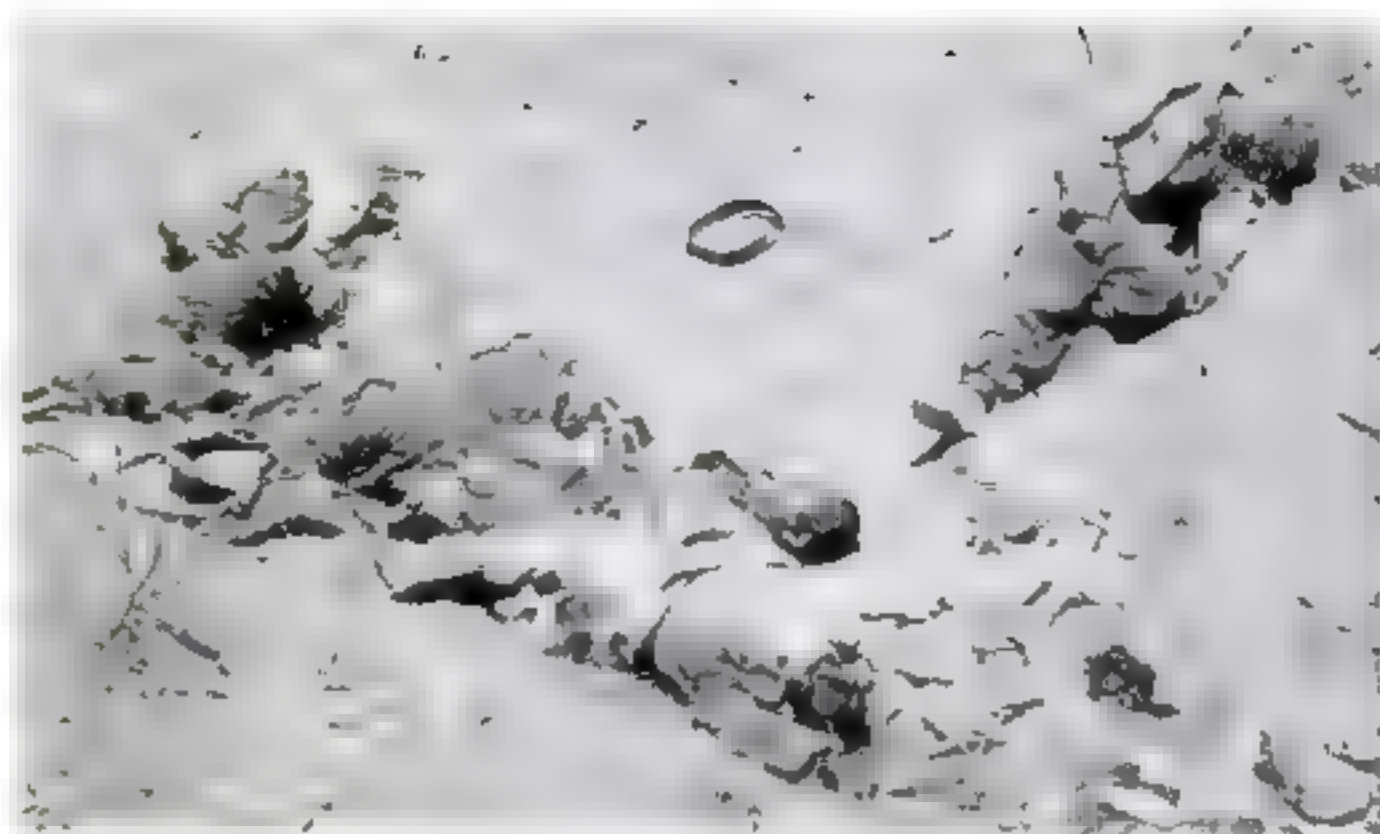
* Self-winding, water-resistant, shock protected. In 14 kt. gold (shown), \$140, gold filled, \$71.50, stainless steel, \$65. Prices include federal tax. Other G-P watches from \$45. At selected jewelers.

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HIGH ENEMY CASUALTIES, said Marshall, are decimating trained troops of Chinese army. These are some of the thousands killed in last drive on Seoul.

The Issues CONTINUED

BRIDGES. . . . [If] Russia should override Europe and the skills and resources of Europe became at Russia's disposal, would . . . Russia be able to threaten the security of the U.S.?

MARSHALL. I think very clearly they could do so.

BRIDGES. Do we have enough strength in Europe to prevent that?

MARSHALL. Not at present. . . . We have enough to start them to think before they leap, and . . . atomic advantage. . . .

BRIDGES. . . . If Russia needs the skills and resources and industry of Europe, and we are not going to be fully prepared there until 1953, is Russia therefore going to permit us to turn Europe into a prepared area against them. . . . Isn't our present program for Europe 10 times more provocative . . . than the bombing of the bases in Red China?

MARSHALL. [The] hazards we have accepted in Western Europe . . . were inescapable unless we just abandoned Germany. . . . We had to take them . . . but I don't think for a minute their [Soviet] advisors consider that we are preparing for an offensive campaign. . . .

SENATOR WILEY. . . . How do you visualize the Korean conflict will be terminated?

MARSHALL. If it goes on [as] it has for the last two months, and particularly in the last two weeks . . . the trained fabric of the Chinese Communist forces will be pretty well torn to pieces. . . .

WILEY. . . . Why is it assumed that Russian intentions and planning may be so different in the Far East from those plans and intentions in Europe?

MARSHALL. There is actual fighting going on in the Far East, and Communist China is a very important factor to the Soviet Union in that it provides forces to carry out their aggression. . . . Now whether or not the Soviet government can afford to have China defeated decisively . . . and put in a position where the reaction of China toward the Soviet government might be one of deep distrust because they were not fully supported, that introduces a factor in a current active situation that is not duplicated in Europe. . . .

Getting our allies in line

SENATOR SMITH. . . . How much pressure [do] we have to put on the United Nations to apply . . . sanctions? Did we take a position [for] an economic blockade . . . of the whole China coast . . . [and ask] that the Nationalist troops on Formosa . . . make forays or at least be a threat that would pull back the pressure of those Chinese Communists from our troops?

MARSHALL. . . . We gradually brought them around to the point where Great Britain and France will proceed to endorse our views. . . . So we have made that much of a gain.

SMITH. [In the case of] a discussion of any immediate cease-fire or armistice questions with the Koreans . . . you would exclude the question of the recognition of China in the United Nations?

MARSHALL. . . . It will be excluded by the government.

SMITH. And the question of turning Formosa over to them?

MARSHALL. Yes.

SMITH. That will be excluded?

MARSHALL. Yes.

SMITH. In the event that question goes to the final settlement of the Korean question, as you pointed out, some other country may bring up the issue of recognition, and of Formosa. . . . Do you believe, in case the question of recognition comes up, the United States should definitely exercise a veto?

MARSHALL. That is the very decided impression I have. . . .



LOW U.S. CASUALTIES are reflected in uncrowded U.N. hospital ward on central front near Yaju. This, Marshall pointed out, is our strategy of attrition.

SENATOR SALTONSTALL. . . . You do not approve of using the Chinese Nationalist troops, or forces in Korea, because you still consider them necessary for the defense of Formosa?

MARSHALL. That is the view, I am quite certain, the Chiefs of Staff have.

SENATOR GREEN. . . . Hasn't [the treaty between the Soviet Union and Red China meant a great deal to] the people of Red China? Would not there be a serious setback to Russian influence . . . [if] Russia failed to live up to it in case of aggression against China?

MARSHALL. I would say that that is the case. . . . The possibilities of China, the Chinese Communist regime, feeling that the Soviets had let them down . . . might have very disastrous consequences. . . .

GREEN. . . . That treaty would [be invoked] if we carried out a policy of bombing the coastal cities of China?

MARSHALL. That was the fear and the thought of the Chiefs of Staff. . . .

GREEN. So that if that policy were carried out no matter what our motive might be in a limited attack on China, it would call upon Russia to come to China's aid?

MARSHALL. Yes, sir.

Would a blockade lead to war?

SENATOR CAIN. My interpretation of that treaty was that it was between Russia and China and was directed at a militaristic Japan . . . and not even by implication, as I read it, to the Korean question.

MARSHALL. It uses the expression "or any other nation or people . . . assisting Japan." Now, if you recall, they alleged several times that we had introduced Japanese [troops] into Korea. And we felt that that was for the very purpose of setting the stage for [Soviet intervention].

SENATOR MORSE. In my examination of General MacArthur I asked him if he would favor the blockade of Port Arthur and his reply was that he would; and I asked him in effect if he thought that might hasten the entrance of Russia into a full-scale war in Asia and he replied in meaning that he didn't think it would. . . . Might the blockade of Port Arthur create such a state of international tension as to have an effect on the earlier entrance of Russia into the war. . . . ?

MARSHALL. I think it would introduce that likelihood.

MORSE. . . . In view of the answers . . . on the state of American-allied preparedness, is it not important . . . that we do what we can to keep the Asiatic war on a limited basis . . . until . . . we can meet a Russian attack with some reasonable assurance of victory?

MARSHALL. . . . We should do everything in our power to limit the operations in Korea in a manner that will least create a possibility of a general war.

SENATOR JOHNSON. Are you completely satisfied in the light of world conditions . . . with the preparedness and mobilization effort . . . ?

MARSHALL. Very frankly, I am not.

SENATOR HICKENLOOPER. In the case of Korea . . . from a purely military standpoint, every military man in this country probably would agree that the strategy and tactics for a successful conclusion . . . would include, among other things . . . bombing the arsenals at Mukden and the installation at Harbin and the lines of supply which are enabling the Reds to go back and recoup themselves so they can attack again. . . .

MARSHALL. At the present time, in the opinion of my military advisers and my own . . . the ground forces have suffered in a rather remote way from our failure to do the bombing that you have just referred to. They have not been subjected to air attacks . . . and they have enjoyed a tremendous protection of our air and the knowledge of a tremendous development against the ground troops of the aggressor. . . . If by hitting those supplies . . . which we do not think have vitally affected the campaign, we hazard a general war, then I think the

CONTINUED ON NEXT PAGE

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No end papers or rubber bands



No re-setting after neutralizing

Yes, you can give yourself this wonderful new home wave without any help. You do it with just pin curls—and BOBBI. You'll love this new BOBBI formula! It's wonderfully different . . . simplifies home waving amazingly. Saves you half the time.

BOBBI waving lotion has a creme-oil base. It conditions your hair while it waves. So, BOBBI leaves your hair shin-

ing with luster, tangle-free and easier to comb . . . wonderfully easy-to-manage. No "wrong-way curls"—no fly-away frizz.

Next time, give yourself a softer, natural-looking BOBBI HOME WAVE. So easy, so quick, so sure . . . Set, style, and wave your hair, all at one time! Imagine . . . all it takes is pin curls—and BOBBI!

All it takes is
Pin Curls and BOBBI—
for the prettiest
home wave you ever had

\$1.25
Plus tax

At All Cosmetic Counters
Complete with 60 hobby pins





Send 10¢ for NEW 16-page booklet with 100 tips on "Good Taste Today," Box A-15, Oneida, N. Y.

How about pie a la mode? The easiest way is the correct way—use your fork and eat pie and ice cream together—never ice cream first, then pie. Just as important as your good manners is your choice of appointments for your table . . . especially your silverware. Handsome matched silverware probably contributes most—for the least money. An 1881 (R) Rogers (R)* Service for 8 is only \$39.75, chest included. A remarkable value . . . compare for looks, smartness, wear. Three lovely patterns to choose from.



*Trade Mark © 1881, Oneida Ltd., Oneida, N. Y.



If you love me like I love you Only Sergeant's care will do!

You'll find there's a Sergeant's Dog Care Product for almost every need. For skin irritation, for example, Sergeant's Skin Balm brings quick, effective relief. Others for ticks, fleas, worms, ear troubles. All safe, easy to use. All veterinarian-tested. Relied on by dog owners for 76 years. **FREE:** expert advice on dog feeding, training, care in Sergeant's Dog Book. At drug or pet store—or write Sergeant's, Dept. A-19, Richmond 20, Virginia.

Sergeant's® dog care products



The Issues CONTINUED

American people are on the side that the Defense Department, the Chiefs of Staff and the civilian authority of the government favor . . . but I think the procedure we are following is in the interests of the American people and is in the interests of minimum casualties. . . .

HICKENLOOPER. . . . We refuse to accept a similar calculated risk [as in Europe and do not] carry out the military activities of bombing bases of supply back in Manchuria where the Reds of China are actually fighting with us. . . . Would you care to emphasize that or discuss it any further?

MARSHALL. . . . The principal difference that I see in the matter is that we have an issue there that is very critical to the Soviet Union in that they now are in complete accord with the Chinese Communist government so far as we know, and they have a treaty of accord. That is being imperiled, I would assume, and my associates have assumed, by what is happening to the Communist forces in Korea. Therefore, the situation as to the possible actions of the Soviet government is a more acute one by far than that in Western Europe because if they lose a close community of interests and cooperative arrangement with China at this time, that would be a very great loss to them of something they now possess. Here is a situation where the Chinese can be brought to feel, by continued highly destructive losses, that the Soviets have let them down. Therefore, the situation is more dangerous. Now that is the general view we have taken.

The firing of MacArthur

HICKENLOOPER. The action [firing MacArthur] was taken foreseeing that great doubt and confusion would arise in the minds of the American people . . . those things were foreseen and calculated in advance of this decision?

MARSHALL. That was foreseen, discussed, in advance of this decision. The decision came because it was felt it was unavoidable. It was also felt after the height of the emotional wave passed there would be some sober thinking.

SALTONSTALL. . . . The differences between the Administration's policy, as stated by you, and General MacArthur's opinion, really boils down to a clash of opinion as to the Soviet's intentions, and the Soviet's capabilities for waging war in the Far East. . . .

MARSHALL. That is the principal basis of the difference of opinion—as to what is the proper course to follow.

SALTONSTALL. . . . Do you not think [MacArthur's dismissal] could have been avoided . . . if there had been more face-to-face discussions of the points of view?

MARSHALL. We thought we were getting that in the meeting [with President Truman and General Bradley] at Wake Island where [all the talk on policy was] face to face. . . .

WILEY. . . . Because MacArthur, on the ground, 10,000 miles away, had a different idea as to how the battle should be carried on . . . was [he] violating a directive of some kind, which justified his removal?

MARSHALL. . . . By his public statements he had created a feeling of great uneasiness among our allies, as to the consequent results from his proposals . . . because the employment of Chinese Nationalist troops in Korea set up a possible political consequence of great importance to those allies.

WILEY. He didn't use them, sir.

MARSHALL. He was proposing their use, sir. . . .

JOHNSON. . . . General MacArthur . . . testified that his present knowledge of global problems was very general . . . on some of the important issues of the day that were mentioned to him, he said he had not given them much thought in 14 years. Do you consider this significant in appraising the soundness of his proposals for the Korean campaign?

MARSHALL. Well, I think that is made very clear by General MacArthur himself that the global consequences have not been entirely apparent to him.

JOHNSON. In other words . . . removed from the intelligence and diplomatic reports of the world for a long period of time . . . he might very well arrive at the conclusion he has arrived at, so far as Korea is concerned. On the other hand, if he were here and looking at the whole world and the reports that were received on it, he might arrive at an entirely different conclusion?

MARSHALL. I think that is quite possible.

BRIDGES. . . . Assuming in World War II . . . you had felt that a policy enunciated by the Administration at that time was not in the best interests of the United States . . . what would you have done?

MARSHALL. . . . I might say I had some very difficult scenes with Mr. Roosevelt . . . but I didn't make any public speeches.

BRIDGES. Suppose the difference . . . had become an absolute difference of opinion. . . . What would you have done, then?

MARSHALL. I probably would have resigned as Chief of Staff.



AS IT SAYS ON THE LABEL:

*"There is nothing better in
the market"*

America's Guest Whisky since 1870, famous bonded

Old Forester is outstanding for its smoothness and elegance of flavor. No matter

where you buy or enjoy it, you can always be sure that

it will be of the same fineness and uniformity. Try some today.

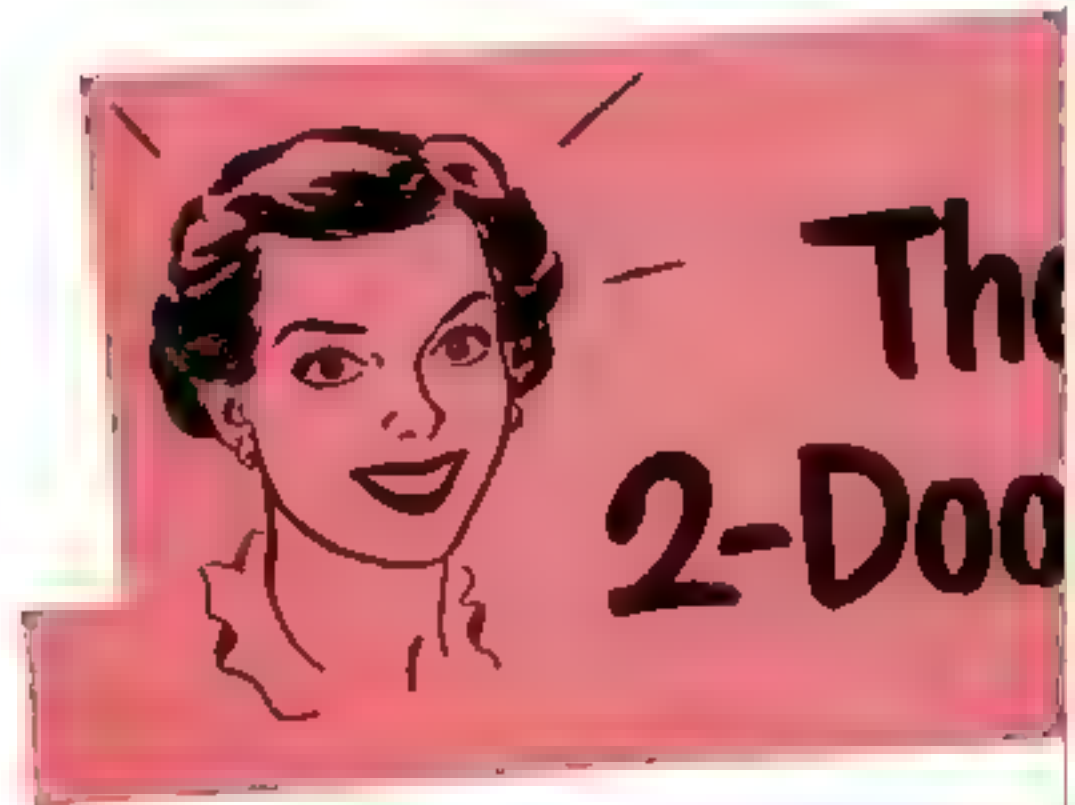
KENTUCKY STRAIGHT BOURBON WHISKY • BOTTLED IN BOND • 100 PROOF
BROWN FORMAN DISTILLERS CORPORATION • AT LOUISVILLE IN KENTUCKY



A SENSATIONAL NEW REI



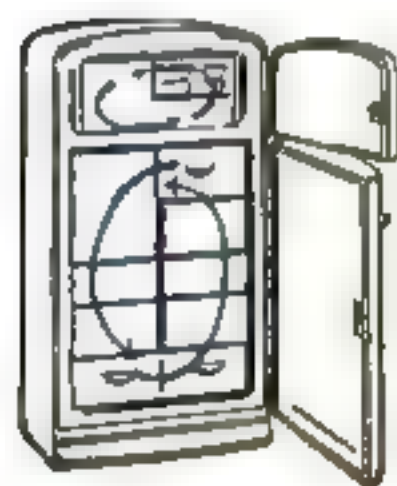
The convenience of
Automatic Defrost



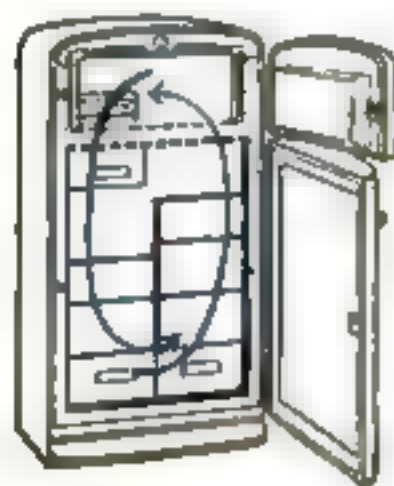
Another great triumph of PHILCO engineering!

Now, for 1951, Philco Advanced Design brings you another truly great development in refrigeration! It's a completely new kind of refrigerator, created in Philco Laboratories by Philco refrigeration engineers.

Now for the first time you can enjoy the luxury of



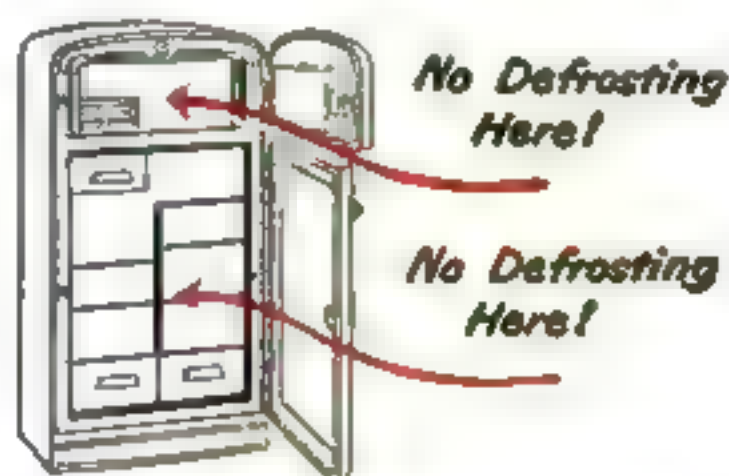
Old Style 2-Door
Refrigerator Means
A **WET** REFRIGERATOR



New Philco Duplex
Design Means
A **DRY** REFRIGERATOR

2 doors, the convenience of *complete* automatic defrost, at a price far below that of any ordinary 2-door refrigerator of the past.

Philco engineering genius has perfected a defrost system that's *completely* automatic. For Philco Duplex literally defrosts itself! Philco De-Frost is



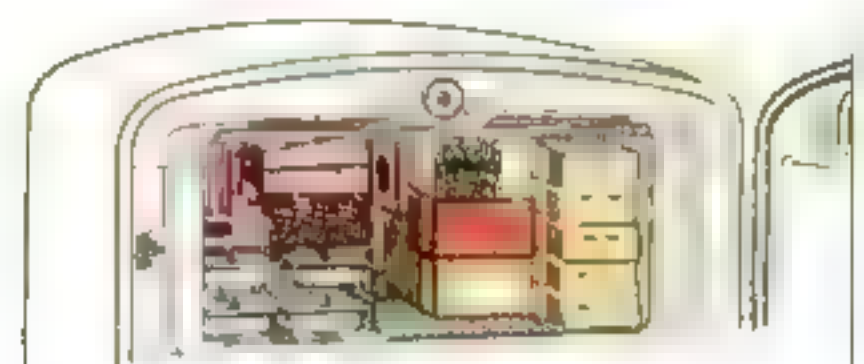
NO DEFROSTING ANYWHERE

true, honest defrost of the entire refrigerator, *including the freezer*. You are free forever from the messy chore of defrosting. No frost melting or scraping, nothing to turn on or off, nothing to watch, *nothing to do* about defrosting! Philco De-Frost works so fast that frozen foods stay frozen. No need to remove foods, no chance of thawing. It's your refrigerator dream come true...*completely automatic defrosting!*

Philco Duplex design assures you a dry refriger-

ator. The one great disadvantage of old-style 2-door refrigerators has been that water collects on the walls and floods down. But Philco engineering has ended all this. No more wall-sweating or messiness!

Philco Duplex has every conceivable luxury and convenience feature—Giant Freezer, Fully Adjustable Shelves, Meat Storage Drawer, De Luxe Crispers. Plus sparkling beauty, inside and out.



**DEFROSTS SO FAST
FROZEN FOODS STAY FROZEN**

Look at this great new refrigerator soon. Prove to yourself that Philco Duplex has everything anyone could hope for in a refrigerator... that here is without doubt, the finest refrigerator ever built!



New for '51... Philco
Electric Range with
**BUILT-IN
JIFFY GRIDDLE**

- The greatest range news in years—Philco's exclusive Built-In Jiffy Griddle. Delicious meals in a jiffy—so simple a child can use it! Adds the cooking capacity of 2 extra surface units!
- And Philco's exclusive "Broil-Under-Glass" gives you at last, *true smokeless broiling* in a wide selection of one and two oven models.

PHILCO
REFRIGERATORS



the finest in refrigeration history

REFRIGERATOR FROM PHILCO!

luxury of a
Refrigerator



At far less cost
than ever before!



PHILCO
Advanced Design
has a woman
in mind!

Philco Duplex — your choice of 8, 10, or 12 cu. ft. sizes.
Also Single Door Philco Refrigerators in 7, 9, 11, and 13 cu. ft. sizes.

Simmer your Hamburgers in—

These wonderful-looking hamburgers
taste every bit as good as they
look. Try 'em on your family and see!



AND they're not only good, but good *for* you. Because —

The Hunt's Tomato Sauce in which you simmer them is *kettle-simmered* from fresh, juicy-ripe tomatoes. And seasoned with spice and everything nice — including *dextrose*,

the food-energy sugar. So don't put it off another day! Stock your pantry with Hunt's Tomato Sauce — your grocer sells it for a few cents a can.

Enjoy the good things you can do with America's largest-selling tomato sauce!



Hamburger Quickies

1 lb chopped meat

1 can Hunt's Tomato Sauce

Season meat, form into hamburgers and brown on one side in hot fat. Turn them and pour Hunt's Tomato Sauce over all. Cook 10 to 15 minutes, more basting occasionally. Serve on hot toasted rolls — and watch the family gobble 'em up! Serves 4.

and serve
HUNT'S HEAVENLY PEACHES
at down-to-earth prices!



Hunt Foods, Inc., Fullerton, California

Hunt-for the best



WHEAT MITE, HERE ENLARGED 125 TIMES, HAS REDDISH BODY AND LIGHT ORANGE LEGS. IT SUCKS THE CHLOROPHYL, WHICH IS ESSENTIAL FOR GROWTH

THE WHEAT MITE STRIKES

Smaller than a louse and twice as hungry, the bug is now gorging itself on the nation's winter grain

Out in the heart of the nation's great winter wheat belt—Nebraska, Kansas, Colorado and the Texas-Oklahoma panhandles—unheard-of numbers of tiny wheat mites (*above*) are attacking the stems of this year's winter wheat. For hungry bugs conditions are ideal: Colorado farmers planted a record 3,443,000 acres, and a long winter drought has made the stalks too weak to withstand the assault. For some of the farmers the combination of bug and drought could mean the biggest disaster since the dust-bowl days. Last year's total U.S. production was 750 million bushels. This year there should be some 24 million less. Now that the bug

has struck in full force, the farmers are revising these estimates downward. Ochiltree County, Texas produced nearly 11 million bushels in 1947. This year it may have only 200,000. In Colorado's winter wheat area farmers will count themselves lucky if they can produce enough for seed.

Faced with the possible loss of 75% of their wheat, Colorado farmers, like those shown below, are talking about switching to some other crop like sorghum and have taken their problems to their county agents. But agriculturists are not sure where the mite came from, or even how it reproduces so rapidly. Indeed they have been unable to find a male of the species.



"WHEAT'S MONEY," says Frank Stolz, who has lived in Kit Carson county 45 years, "and I can use that stuff. I figure I'll lose half of it, maybe all."



HALF HIS WHEAT RUINED, Chris Kramer tells state official, "I'm going to plow it under and maybe plant sorghum. But wheat's the money crop."



ALL HIS WHEAT LOST on 2,000 acres, Cal Pottorff, who has four children at home, says, "We've got chickens and cattle so we'll be able to luck it out."

There goes the
DIRT-fast!



**BORAXO GETS OUT
DIRT PLAIN SOAP
CAN'T REACH!**



When your hands get dirty (and busy hands do!) . . .



Pour a little Boraxo in your moistened palm . . .



And presto! Hands are clean as can be in 30 seconds!

When it's dirt you're after, there's nothing like Boraxo to get hands cleaner quicker! Its special Borax-Soap Formula tackles every last bit of grime . . . and washes it away fast as you can say "Boraxo"! Yet, for all its wonderful cleaning powers, Boraxo leaves hands smooth, soft . . . it's as kind as fine toilet soap. Women in industrial plants depend on it daily. So do Mothers . . . to make children's grubby hands come clean . . . and spare the towels. Try it for yourself. Get Boraxo in the regular size or the money-saving one-pound can, for both kitchen and bathroom today.

ANOTHER FAMOUS "20 MULE TEAM" PRODUCT



MARK OF THE MITE is left on this spotty wheat field. The mite strikes quickly, and fields found bugless one day may be found ruined few days later.



POSSIBLE SOLUTION is sulphur dusting, here being demonstrated to farmers. But this costs about \$3.50 an acre and in the basin sulphur is hard to get.



GENERAL IN FIREWORKS

When General MacArthur got to Chicago, he had received record ovations in three U.S. cities. Even so, there could be nothing anticlimactic about Chicago's reception. Thus it closed in a blaze of fireworks with the general's profile burned into the darkness, where it glowed like a neon sign.



Paul Hume photo

Decorative and other specifications subject to change without notice. Wheels, rim rings and white sidewall tires if available at extra cost.

Drive this 1951 Studebaker Champion and save!

Top value of the top 4

in the lowest price field!

The gas economy you want! The low upkeep you want!
The dependable performance you want!

The Studebaker Champion is one of the 4
 lowest price largest selling cars!

SEE THE EIGHT AMERICA RATES AS GREAT...THE 1951 STUDEBAKER COMMANDER V-8

©1951 The Studebaker Corporation, South Bend 27 Indiana, U.S.A.



SINGING SISTERS lined up for family snapshot when Patti was 17. All the girls (from left: Peggy, Patti, Louise, Trudy, Ruby Nell, Virginia, Rema, Hazel) sang in Baptist church choirs. Rema now travels with Patti. When the youngest sister, Peggy, is married in Tulsa next month Patti will sing at the wedding.

PATTI'S PLATTERS

Railroad man's daughter sells 5 million

The eight daughters and three sons of Benjamin A. Fowler, a railroad section foreman in Tulsa, Okla., have always liked to sing. But until five years ago their fame was limited to their neighborhood. Then plump little Clara Anne, next to the youngest, got a job singing on a Tulsa radio station and was renamed Patti Page by her sponsor, the Page Milk Company. Today Patti (*below*) reigns as the most popular woman singer in the U.S.

Short as it was, Patti Page's success story has been a grueling one. She was discovered at the Tulsa radio station by an itinerant saxophone player named Jack Rael, who became her agent. Patti thereupon toured the U.S. on one-night stands in bars, small cafes, with bands and alone. She nearly starved, and her contours dwindled from size 16 to size 10. Then in 1947 she recorded a duet with herself, *Confess*. It was a big success. Now Patti has become the disk jockeys' darling and a favorite of record buyers, nightclub and theater patrons. Her *Tennessee Waltz* recording alone has sold nearly three million copies. Her record sales for the last 12 months have totaled five million, and her newest disk, *Mr. and Mississippi*, promises to add to the flood. Although Patti's earnings will reach about \$500,000 this year, she still finds it hard to believe that she is America's star singer. Three weeks ago, however, she received a tribute usually reserved for the most glamorous performers: her hotel room was looted of \$3,000 in gems.



SINGING PATTI has a radiant smile and friendly gestures which bring down the house in her personal appearances. She makes \$5,000 a week on her theater

and nightclub tours, but her recordings bring most money even though she tries to release only four records a year. "I don't like to rush things," she explains.

CONTINUED ON PAGE 41



Now... **a shampoo that**
makes your hair *want* to curl!

Marvelous curl-conditioning shampoo brings out soft waves and curls you never dreamed you had! Rayve Creme Shampoo actually washes more life into your wave! It leaves every hair so springy, yet so obedient, that new-found waves fairly *ripple* back from your brush! Rayve makes your hair *want* to curl!

Rich-lathering Rayve cream-treats your wave right where curl begins—at the hair follicle. Your wave dances with life and luster after a Rayve "curl-conditioning" shampoo! No soapy snarls, no matting of one strand to the other—and never any "dried-out" look!

Rayve Shampoo cream-treats your hair, then rinses away completely—leaving every hair vibrant with life, eager to curl! Get a tube or jar of Rayve today—and see how it makes your hair want to curl!



Rayve **CREME SHAMPOO**

Kodak
TRADE MARK



The fun they had will last
for years, in pictures

Your snapshots tell the story best

For happy reminders of good times, just use your camera. Your picture record will mean so much to so many people—especially to that boy in the Service. By getting extra prints, you can stretch the enjoyment of every snapshot.

Eastman Kodak Company, Rochester 4, N. Y.

Share "snapshot news" from home—send extra prints



At your dealer's—dependable
Kodak and Brownie cameras for
your summer picture taking.

For black-and-white snapshots,
Kodak Verichrome Film. For full-
color snapshots, Kodacolor Film.



Made for once-a-week shopping—

The new and different 2-door Frigidaire Imperial!



THREE kinds of cold — each with its own refrigerating system!

1. Food-Freezer Cold in Locker-Top. Gives constant, safe protection weeks on end for up to 73 pounds of meats and other frozen foods. You're always prepared for mealtime emergencies! Have plenty of ice cubes, too!

2. Super-Safe Cold in Food Compartment! Foods retain their freshness and flavor days longer because of the Super-Safe Cold provided by Frigidaire's exclusive Refrig-o-plate. This separate refrigerating

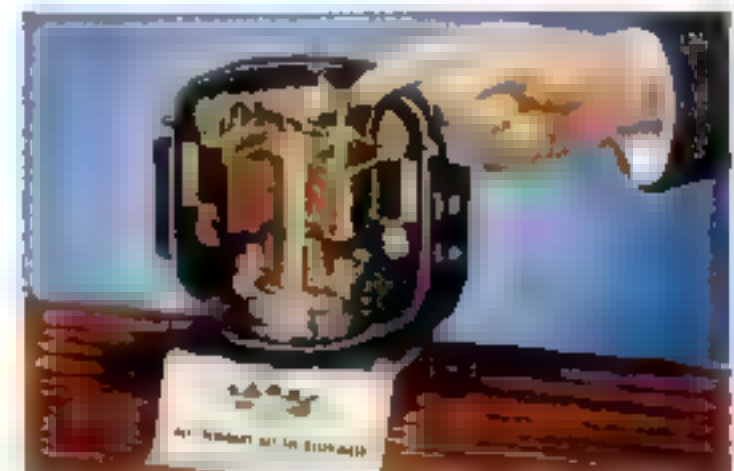
system also provides positive moisture control. The Refrig-o-plate collects excess moisture, as frost, and automatically defrosts itself without attention. And foods don't change temperature during defrosting.

3. Super-Moist Cold in bin-size Hydrators. Fruits stay fresh as dew—vegetables keep crackling crisp. Constant Super-Moist Cold is provided by Frigidaire's Cold-Wall system of chilling coils in cabinet walls.



One Meter-Miser does it all!

All three refrigerating systems are operated by a single Frigidaire Meter-Miser. It's the simplest cold-making mechanism ever built—only Frigidaire has it!



Protects your food with constant SAFE COLD

You'll love the way this handsome Frigidaire Imperial lets you decide how often to shop... lets you do your heavy shopping once-a-week—on days when stores aren't crowded.

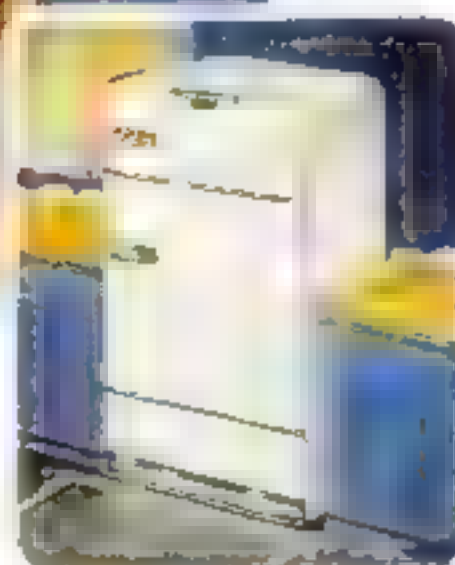
This combination food-freezer and refrigerator gives you all the room you need for an abundant supply of food. And three different kinds of constant cold—accurately regulated—to keep all your food

safe and appetizing until you're ready to serve it at the table.

There is no finer refrigerator made. You'll like its adjustable shelves, its ice-blue trim and Lifetime Porcelain interior, its new ice-blue and gold Quickcube Trays that pop out ice cubes at a finger's touch—and its host of other exciting features. When you see it you'll want this great new Frigidaire Imperial for your very own!

Frigidaire reserves the right to change specifications, or discontinue models, without notice.

The new 2-door Frigidaire Imperial Refrigerator comes in 10 cubic foot size. See the many Frigidaire Refrigerator models—all made for once-a-week shopping—at your Frigidaire Dealer's. Look for his name in Yellow Pages of phone book. Ask about other Frigidaire appliances. Or write Frigidaire Division, General Motors Corporation, Dayton 1, Ohio. In Canada, Leaside 12, Ontario.



Frigidaire
America's No. 1 Refrigerator





FIRST RADIO JOB was on Tulsa's Station KTUL with a small local band. Patti sang mostly hillbilly numbers with the band, got the job after radio officials heard her performing at high school, where Patti also sang in the glee club.



WITH HER AGENT, Jack Rael, in a theater dressing room, Patti goes over her newest arrangement, *Mr. and Mississippi*. Portrait on the easel was painted in her spare time. At one time Patti considered being a commercial artist.



THREE HOURS' SALES of Patti's biggest hit, *Tennessee Waltz*, are represented here in boxes holding 9,000 records piled up behind Patti. Mercury Record officials were so grateful they gave Patti a gold medal with a diamond in it.

Tonight! Be his dream girl...



Tonight! Show him how much lovelier
your hair can look...after a
Lustre-Creme Shampoo

BETTER THAN
SOAPS

Leaves hair sparkling, starry-bright... no dulling soap film with Lustre-Creme Shampoo! And it lathers lavishly even in hardest water.

BETTER THAN
OILS

Leaves hair fragrantly clean, free of loose dandruff. Unlike many oil shampoos, Lustre-Creme needs no special rinse.

BETTER THAN
LIQUIDS

Leaves hair silken soft, manageable, easy to curl. Lustre-Creme is easier to use. Contains LANOLIN... is not harsh or drying. Try Lustre-Creme Shampoo today—be his dream girl tonight!



Key Daumli's secret formula with LANOLIN. Jars and tubes, 27¢ to \$2.

World's finest shampoo—a beauty creme-blend with LANOLIN

Smarter to look at.



DODGE
DEPENDABILITY
VALUE

SEE GREAT STARS IN GREAT SHOWS ON
"SHOWTIME... U.S.A."—ABC-TV NETWORK

Cars costing up to \$1,000 more can't

New engineering advancements . . . new styling . . . traditional Dodge roominess, comfort, dependability

The way eyes turn is proof there's style-setting beauty in the sleek new Dodge. But you discover there's much more the minute you take the wheel . . . in comfort, in roominess, in safety and ease of handling for today's traffic.

Count just a few of the ways Dodge makes cars safer . . . Safe-Guard brakes, stall-free Fluid Drive, the road-hugging smoothness of the new Onflow ride. You see more from the knee-level seats, through the wider, bigger windshield,

over the sloping hood that uncovers the road. That means extra safety, too.

The dependable performance of the big "Get-Away" engine adds to your safety, and so do Dodge Safety-Runs. It's all part of Dodge value . . . value that quickly demonstrates how you could pay up to \$1,000 more and still not get all today's big Dodge gives you.

Spend five minutes with your Dodge dealer today . . . prove Dodge comfort, safety and bigger value yourself!



Gyro-Matic . . . Lowest-Priced Automatic Transmission! Along with Fluid Drive, it makes all your driving smoother, easier and safer. You drive without shifting . . . no jolts or jerks.



New Watchtower Visibility! Huge "Landscape" windshield . . . narrower corner posts eliminate blind spots. Wider, deeper rear "picture window" makes backing, parking easier.

... Safer to drive!

FEATHER-TOUCH BRAKING!

Big Safe Guard Hydraulic Brakes stop smoothly, surely, safely. Cyclebond linings, with their larger braking surface, last up to twice as long. New feather-touch parking brake holds securely on even steep grades . . . easily released with a twist of the wrist.



match this combination



Defies All Weather! Improved sealing protects you from drafts and dust. Insulation keeps out heat or cold. Electric wipers insure constant clear vision. Improved air circulation prevents "window fogging."



New Oriflow Shock Absorbers! It's a new kind of ride—a revelation in smoothness! No wheel hop or bounce over roughest roads. You may actually feel the bumps and gas melt away to believe it. Stop in for a convincing demonstration Oriflow ride today.

Dependable
DODGE
for '51

**GOOD DRIVERS DRIVE SAFE CARS . . .
CHECK YOUR CAR—CHECK ACCIDENTS**

Specifications and equipment subject to change without notice.

BELIEVE IN YOURSELF!



Don't test one brand alone ... compare them all!

TRY THIS TEST!

Take a PHILIP MORRIS—and any other cigarette. Then, here's all you do:

1 Light up either cigarette. Take a puff—don't inhale—and s-l-o-w-l-y let the smoke come through your nose.

2 Now do exactly the same thing with the other cigarette.

NOTICE THAT PHILIP MORRIS IS DEFINITELY LESS IRRITATING, DEFINITELY MILDER!



Unlike others, we never ask you to test our brand alone.

We say ... **compare** PHILIP MORRIS ... **match**

PHILIP MORRIS ... **judge** PHILIP MORRIS against any

other cigarette! Then make your own choice! Remember

NO CIGARETTE HANGOVER

means MORE SMOKING PLEASURE!



CALL
FOR

PHILIP MORRIS



TEMPEST on the HANDBALL COURT



UNUSUAL PICTURE BY RALPH MORSE SHOWS DOUBLES FINALISTS BUMPING EACH OTHER IN KENDLER'S TOURNAMENT

Chicago millionaire defies A.A.U. and stages his own championship

Four wall handball, a moderately violent game imported from Ireland in 1882, is disdained at swankier athletic clubs. It is played mostly at Y M C. A.s, where plumbers, policemen and other men of moderate means flail away at a black rubber ball. Each spring the best of the game's 800,000 players in this country gather under Amateur Athletic Union auspices to play their championships, toast their champions—and attract as much attention as a gardener sowing grass seed. But it was different this year when Bob Kendler, a Chicago millionaire, started throwing his weight and his money around.

Kendler, who made his millions in real estate and building, has been the game's No. 1

fan for years. He has been handball's stormy petrel since the day he was tossed out of Chicago's Lake Shore Club. Blaming it on an erroneous rumor that he was Jewish, Kendler became a violent crusader against race prejudice in handball. To win this fight and to give the players a controlling hand in their own game, Kendler founded the Amateur Handball Union and held a super-duper tournament in direct competition with the A. A. U. This meant war. The A. A. U. suspended 130 players, including nine former champions, for playing in Kendler's tournament. By the time his tournament ended, Kendler had stirred up quite a tempest, but had also given handball a needed shot in the arm.

← **NO. 1 FAN**, Bob Kendler, poses beside the plaque presented him by fellow members of his Town Club.



NINE YEARS UNDER WATER



Nine years in water
— baked for hours
at 22 F — Wilson
club head
is as good as
new

THE MIRACLE WOODS OF GOLF

Strata-Bloc

No other wood clubs give you the performance features of Strata-Blocs—the woods with the *always accurate* faces that insure against off-line shots caused by swollen, distorted club heads. More than a million Strata-Blocs in use have proved that no atmospheric or playing conditions of heat or moisture can impair Strata-Bloc accuracy.

The Winning Combination!

For that winning edge, play this champion-proved combination—Wilson Precision irons, Wilson Strata-Bloc woods and Wilson High Compression balls. More 1950 major tournaments were won with Wilson clubs and balls than with all other makes combined.



Wilson Top-Notch balls are sold by golf professionals everywhere. Wilson K-28 balls, sold by the nation's leading sporting goods dealers

*It costs no more to play the BEST
Be good to your game—*

play **Wilson**
IT'S WILSON TODAY IN SPORTS EQUIPMENT

Handball Tempest CONTINUED

THE GAME'S TOUGHEST SHOT



SPECTACULAR SAVE in finals is made by Vic Hershkowitz (top, left). Crashing into wall, he hits ball toward camera (center picture) so that it slithers along floor. Opponent Walter Plekan can only watch helplessly (bottom).

CONTINUED ON PAGE 72



Imagine a
medicine cabinet
with
11,000 items!

**YOUR
DRUG STORE**

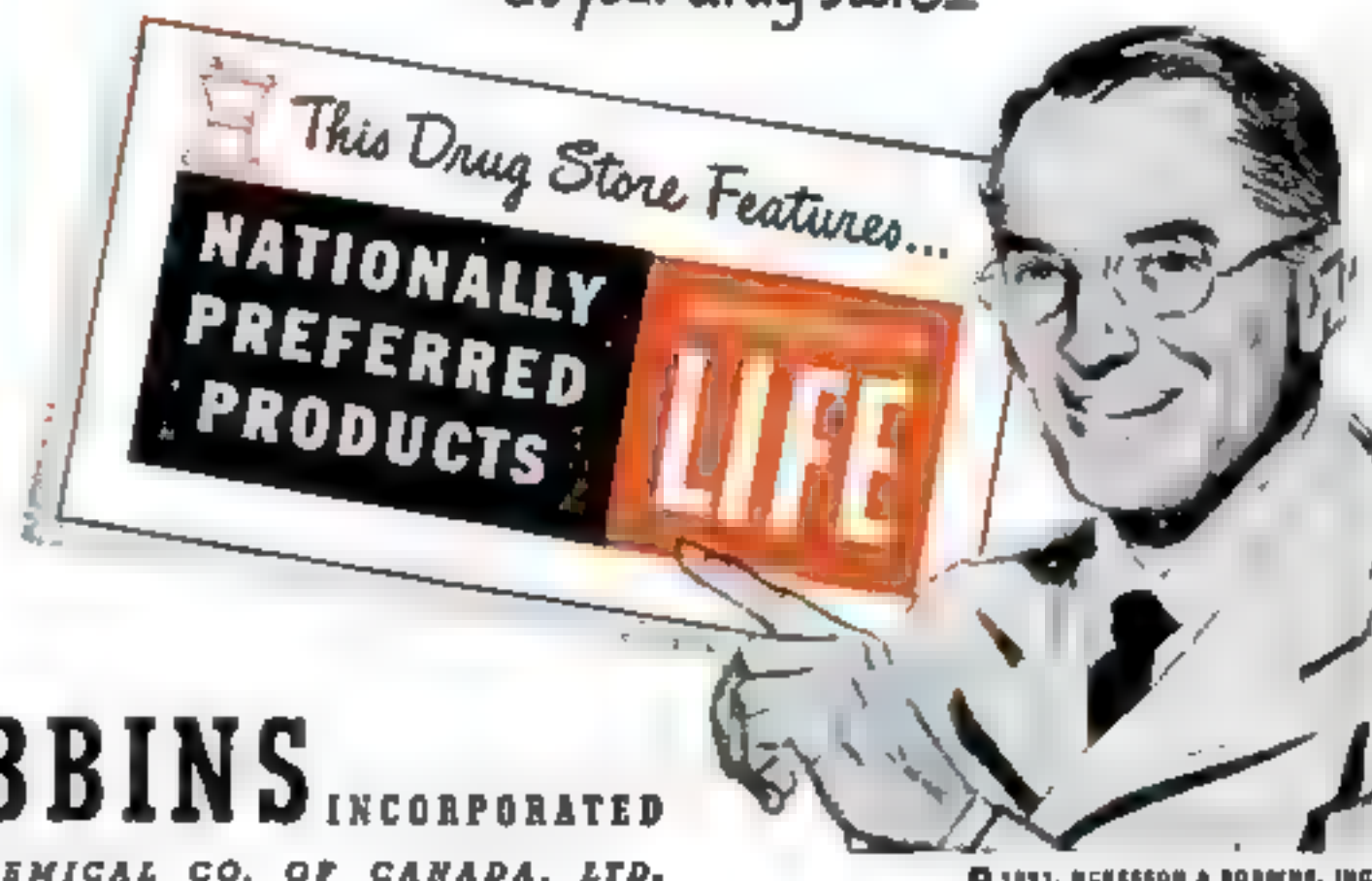
*...convenient treasure-chest of aids
selected and sold with "prescription care"*

YOUR FAMILY MEDICINE CABINET is truly the "health-and-beauty center" of your home. Keep it wisely-stocked, always ready . . . by drawing upon your drug store's supply of over 11,000 different products that range from the latest wonder-working drugs to adhesive tape or razor blades.

At your drug store you can be sure that your essential needs are filled correctly—that the quality is high, the price right, the merchandise thoughtfully selected for your requirements.

Today's a good time to check your medicine cabinet for needed items. Then see your druggist. Get his advice about the kind, the size, the brand that's best for your special needs. *You pay not a penny more for his friendly, professional service.*

Look for this sign
at your drug store—



TAMPAX is a "must" for women, especially in summer weather . . . providing monthly protection without odor or chafing. No belts, pins or outside pads. Doctor-invented—worn internally—dainty, compact, hygienic. Easy disposal. Used by millions.



PRO "Resinite" RUBBER Combs by Pro-phy-lac-tic. Strong, flexible, "Resinite" RUBBER. Smooth, round teeth won't snap off. 6 popular styles, pocket and dressing combs. Men's Black or Walnut. Ladies', Ivory, Pink, Blue, Black.



***RED CROSS Adhesive Tape**—No Adhesive Tape like it. New, **EXCLUSIVE FORMULA**—Guaranteed better sticking qualities, greater freedom from skin irritation, lasting freshness, whiter appearance. Made by Johnson & Johnson.



R. D. X. Reducing Plan—A safe, effective way to lose excess weight. R. D. X. tablets help you resist fattening food . . . pleasant-tasting . . . no harmful drugs! Ask for R. D. X. tablets. Money back if you're not delighted with your weight loss!

This advertisement sponsored for the Druggists of America, leading drug manufacturers, and wholesalers by

McKESSON & ROBBINS INCORPORATED
AND IN CANADA BY NATIONAL DRUG AND CHEMICAL CO. OF CANADA, LTD.

© 1953, McKESSON & ROBBINS, INC.



RUTH ROMAN
starring
in "LIGHTNING
STRIKES TWICE"
A Warner Bros.
Production

**Deltah's
exquisite new
RADIANT necklace...**

Lovely, luminous pseudo pearls
flaunt a precious-looking pendant
hand-set with rhinestones of
diamond-like brilliance!

CHARMADNE, Deltah's thrilling new
RADIANT necklace in charming rayon-
satin trosserous container, \$20.00
including Federal tax; other
Deltah necklaces from \$5.50.



L. HELLER & SON, INC., FIFTH AVENUE, NEW YORK

Handball Tempest CONTINUED



RUNNER-UP HERSHKOWITZ (FOREGROUND) LUNGES FOR SHOT IN FINALS

CHAMPIONSHIP AND SUSPENSION

Less effete than squash but just as strenuous, a tough handball match often melts as many as seven pounds off a contestant. The trick in championship play is to conserve energy while running the opponent's legs off. Walter Plekan, a 35-year-old machinist from Buffalo, did it in the singles finals. Against Vic Hershkowitz, a Brooklyn fireman famous for his serve. Plekan just concentrated on keeping the ball in play and became the A.H.A.'s first national champion. Plekan and Hershkowitz had hardly become Kendler's champion and runner-up before they were tossed out of the A.A.U., where they had been top-ranking players. But neither they nor the other players the A.A.U. suspended seemed to care. And Kendler was happily making plans for even more spectacular tournaments with his new organization: next year he hopes to have the championships played on a specially built all glass court.



VICTORY HUG is received by Clampton Plekan (right) after sweating finalists finish their match. Both are firmly on Kendler's side in the controversy.



NEON SPARKLE



U.S. *Kedettes*[®]
THE WASHABLE CASUALS

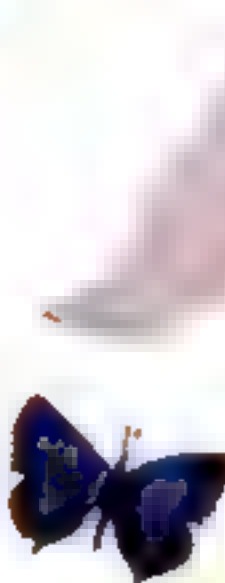
3.50 to 6.50



CAPRI CLOG



MESH-AIRE



BRAVO ESPADRILLE
with laces in two sets of colors



UNITED STATES RUBBER COMPANY

ROCKEFELLER CENTER, NEW YORK



The Beer that made Milwaukee Famous



Nice work and you can get it

You can really enjoy doing a spot of gardening with a spot of Schlitz to spell you when you're dry.

No other beer tastes quite like Schlitz. As a matter of fact, Schlitz tastes so good to so many people that it's

The Largest-selling Beer in America

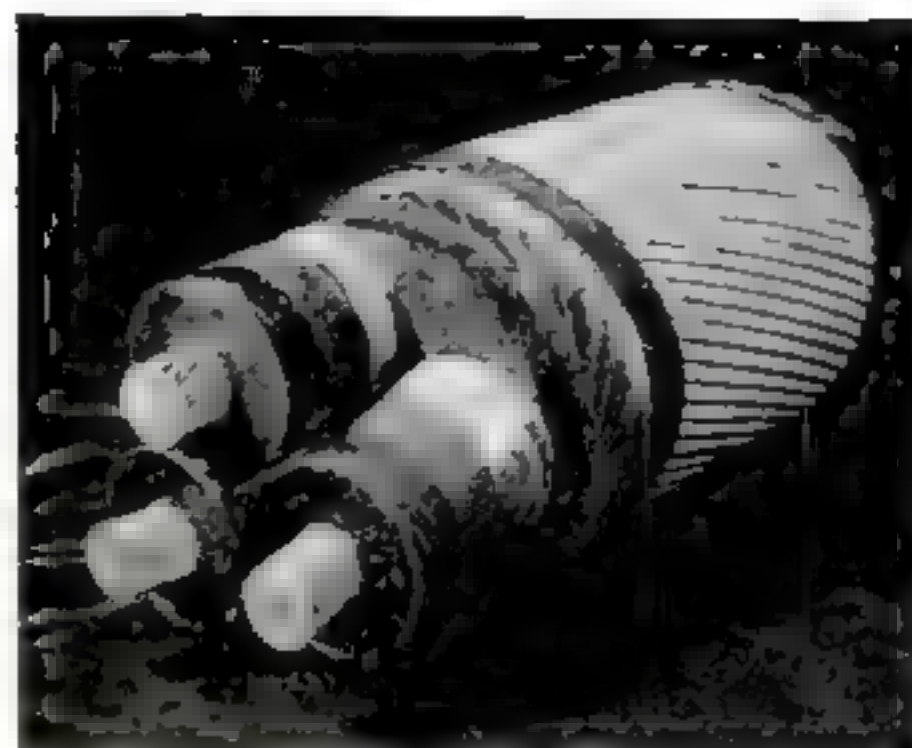
See Television's Biggest Hit
Schlitz presents
"The Pulitzer Prize Playhouse"
Stars of stage and screen direct from
New York Over ABC every Friday

Hear Radio's Biggest Comedy:
Mr. and Mrs. Ronald Colman
Starts 12:30 PM
"The Halls of Ivy"
every Wednesday over NBC



LAST LENGTH of the 39,200-foot cable is coiled into the ninth gondola car of special train. The cable

weighed more than 750,000 pounds. Armor which protects cable required two million feet of steel wire.

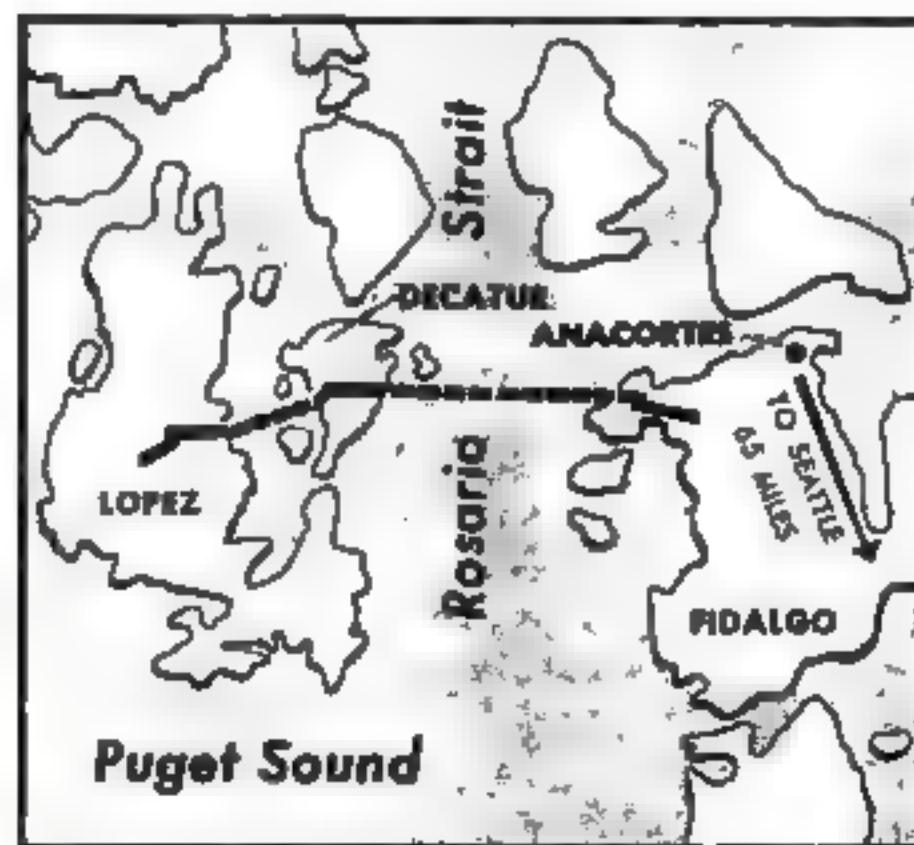


CROSS SECTION shows three conductors which carry current. There are 61 copper strands in each.

PUGET SOUND'S BIG NEW CABLE

**A triumph of American ingenuity
is seven and one-half miles long**

When the Bonneville Power Administration decided to extend its power grid under Puget Sound to the San Juan Islands, it faced a tremendous problem. The job called for the spinning of a single cable $4\frac{1}{4}$ inches wide and $7\frac{1}{2}$ miles long and its shipment to Seattle all in one piece. Only one firm, the Okonite Company of Passaic, N.J., 3,000 miles away, bid for the contract. It took five months to spin and splice the cable and then, as it was finished, it was fed directly into nine gondola cars on a siding beside the Okonite plant (left). There were at least 4,400 feet in each car and the couplings of all nine cars were welded together lest an accident break the cable. The length and size of the cable meant that it was probably the largest single piece of equipment ever transported by rail. The journey overland took 16 days. But last month, with the cable-laying operations completed, work was swiftly moving ahead to tie the cable into the northwest grid. By July 1 the San Juan Islands would be getting their electric power from the great Bonneville Dam—thanks to another triumph of American ingenuity.



CABLE BED is shown (above) by dotted lines. The solid lines are overland routes and terminal points.



"SCAMPY" Bardy Patton,
Star of ABC-TV "Super-Circus"

"There's nothing like our
Raytheontv
for real dependability!"

says TV's Famous Patton Family

Phil Patton, executive-producer of ABC-TV; his wife, Belle; their son, Bardy ("Scampy," to you), clown star of ABC-TV's famed Super-Circus . . . rely on Raytheon for the finest in television.

And you, too, can rely on Raytheon. Engineered and built by a manufacturer with over 25 years' experience exclusively in electronics—featuring truly fine-furniture cabinets designed exclusively by Marholz—Raytheon has a reputation for real dependability.

Everything you want from a TV set—performance, beauty and dependability—is yours with a Raytheon. See your nearby dealer—see a Raytheon in action—compare it with any set at any price. We think you, too, will choose Raytheon.

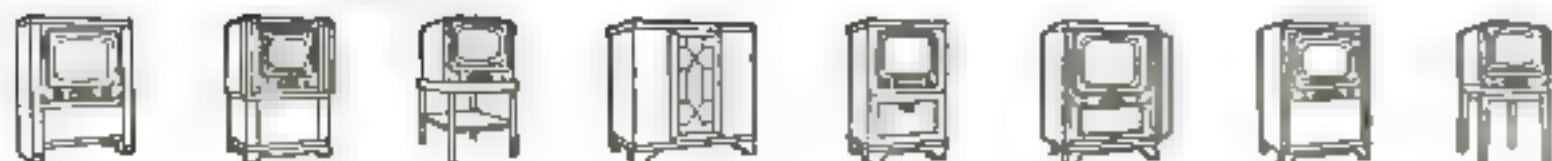


THE PATTONS' RAYTHEON (above) — The Constellation — model C-2008 — huge 20" rectangular TV in a modern cabinet of hand-rubbed mahogany veneers. 22 tubes, 2 rectifier tubes. Size: 26 1/4" wide, 38" high, 22 1/2" deep. One of a complete line of TV receivers from \$279.95 to \$750, including Federal excise tax and 1 year warranty. Slightly higher West and South.

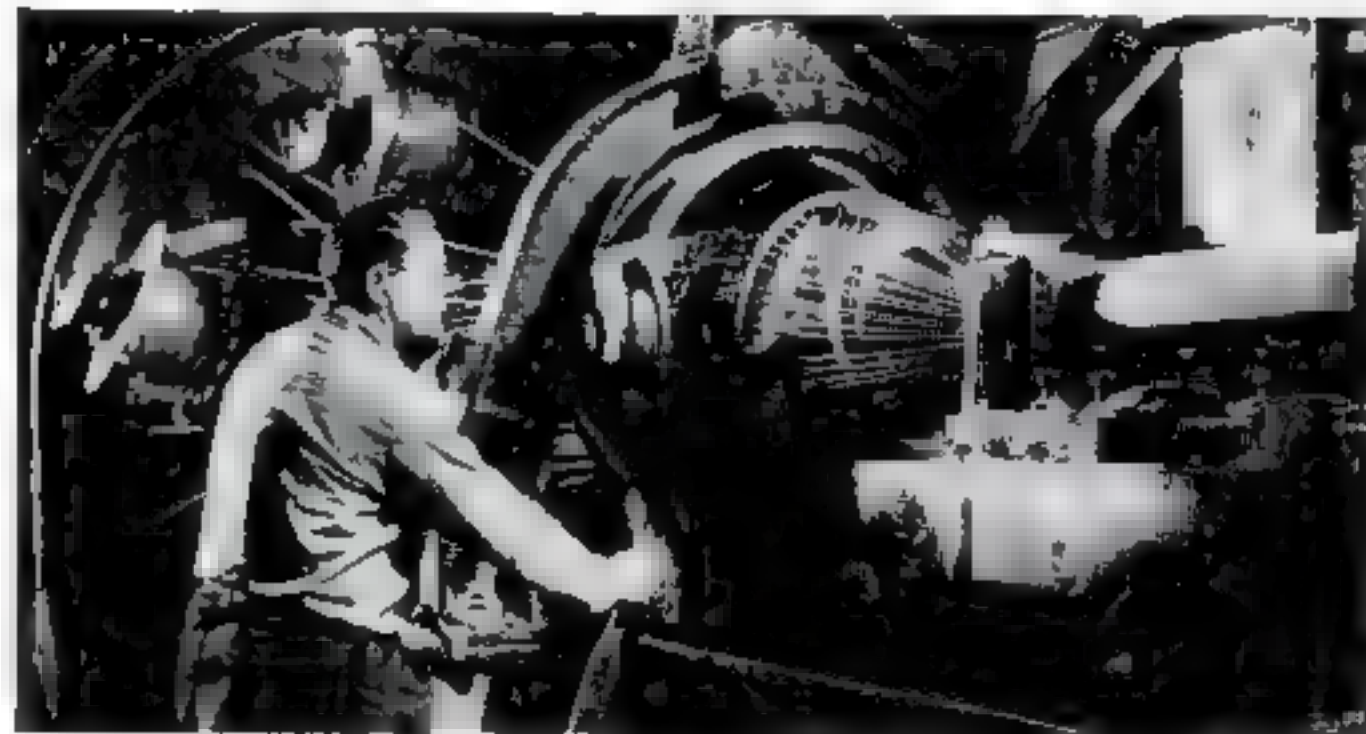
RAYTHEON
TELEVISION



Belmont Radio Corporation, Dept. A-5
5921 W. Dickens Ave., Chicago 39, Illinois
Subsidiary of Raytheon Manufacturing Company



Big New Cable CONTINUED



ARMORING MACHINE spins protective sheath around cable first built in 2,300-foot sections. Later these were spliced together and fed into machine.



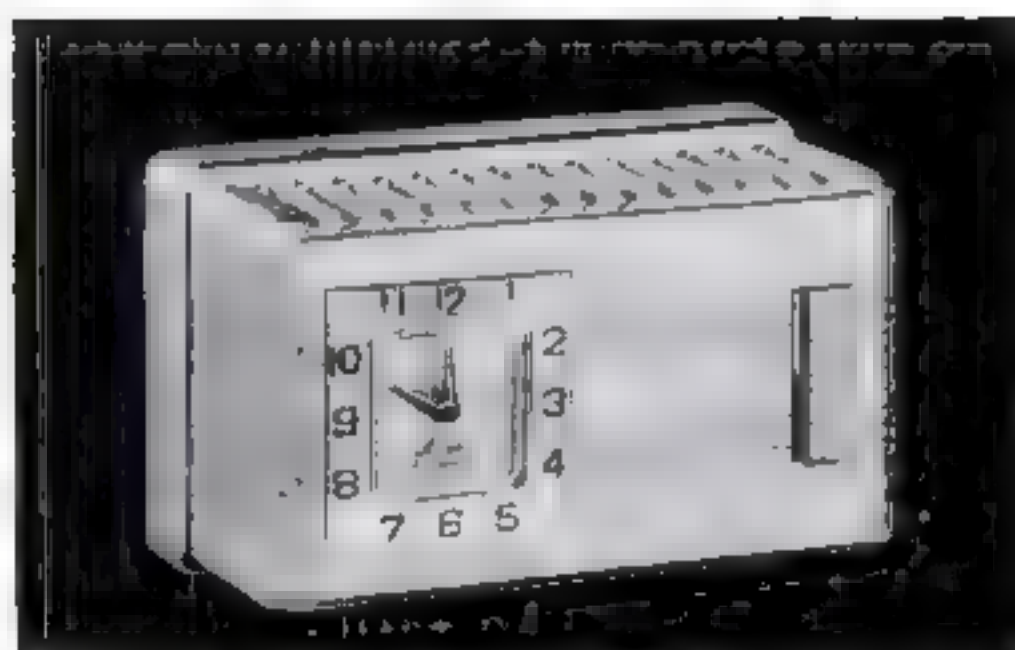
WELDING COUPLERS made sure railroad cars could not come apart and snap the cable. Small line carried current when cable was given final power test.



ANCHORED TO SHORE, cable is played out from the barge as it moves away from land. Ditch leads to powerhouse set up in anticipation of big event.



“This house isn’t big enough to hold the three of us!”



Honeywell Clock Thermostat

Owners say it's wonderful because it turns down the heat—automatically—when you go to bed, and gives you a nice cool room to sleep in; turns *up* the heat—automatically—while you're asleep, and your home is warm when you get up. Saves you fuel, besides! Look in classified phone directory for nearest heating dealer; have him install a Honeywell Clock Thermostat *now*. Or buy the plug-in model you can install yourself.

The third member of this domestic triangle, of course, is that old, outmoded thermostat.

It has subjected the lady to uneven, unhealthy temperatures for years and she just can't stand the thought of another miserable winter. So . . .

*“Before cold weather comes again,” she says,
“replace either ME or that tired old thermostat.”*

Fortunately, the gentleman's decision won't be hard to make, because a modern Honeywell Thermostat is often all it takes to correct an uneven flow of heat. So—there's simply no reason to consider discomfort a necessary evil.

And there couldn't be a better *time* to modernize than *now*. Fuel bills have stopped eating into your budget. Your heating man is not as busy as he was. Or as he *will* be, come next fall.

Call him today. Find out—now—about all the impressive improvements that have been made in heating equipment in the past few years.

Find out—now—about the new Honeywell Thermostats and other automatic controls that can make *your* heating system a *better* heating system. Whether you buy a new heating plant or modernize your present one, make sure you get *Honeywell Controls*.

— Don't be uncomfortable next winter, too—send this coupon today! —

Minneapolis-Honeywell Regulator Co.
2850 Fourth Ave. South, Minneapolis 8, Minnesota

Please send me free copy of “HOW TO MODERNIZE FOR COMFORT,” plus specific information on items checked below:

☐ ELECTRIC CLOCK THERMOSTATS. They make automatic heating *completely* automatic. See picture caption at left. ☐ ELECTRONIC MODUFLOW. The magic sensitivity of *electronics* applied to heating your home. ☐ ZONE CONTROL. The new trend that brings a new concept of comfort to ranch-type and larger homes.

Name

Address

City Zone State

MINNEAPOLIS
Honeywell

First in Controls

Feel the Fabric

Look at the Finish

Swing the Wheel

Settle Back and Relax



The Styleline De Luxe 4-Door Sedan
(Continuation of standard equipment and trim illustrated is dependent on availability of material.)

This solid quality in every detail is yours at lowest cost!

Who could ask for anything more? . . .

That's what you'll say when you settle down in the deep, soft seat cushions of this extra-large, extra-luxurious Chevrolet . . . feel the smooth, surging power-flow of its thrifty Valve-in-Head engine . . . and glide gently over all types of roads—thanks to the buoyancy of its Unitized Knee-Action Ride.

For here is *more quality in every detail* than you would expect to find anywhere else except in the highest priced motor cars!

Yes, more of that famous Fisher Body beauty, inside and out . . . more comfort . . . more thrills and thrift . . . more safety . . . more year-in-and-year-out reliability. . . .

And *more driving-ease*, too, for you'll have your choice of the finest, time-proved no-shift driving,* or the finest, time-proved standard driving, at lowest cost.

And, best of all, you'll enjoy this special kind of motoring at the *lowest prices*, and with substantial savings in gas, oil and upkeep, when you buy your new Chevrolet. It's America's largest and finest low-priced car, and that's why *more people buy Chevrolets than any other make*. Better place your order now! Chevrolet Motor Division, General Motors Corporation, Detroit 2, Michigan.

*Combination of Powerglide Automatic Transmission and 105-h. p. Engine optional on De Luxe models at extra cost.

AMERICA'S LARGEST AND FINEST LOW-PRICED CAR!





EVENING GOWN TOP on one-piece, shiny, cotton satin suit (Carolyn Schnur, about \$18) is boned. The girl is sitting on a eucalyptus limb at Magen's Bay.

A Fancy Summer

PREVIEW OF HOT-WEATHER STYLES SHOWS THE FORMAL, FOREIGN LOOK

PHOTOGRAPHED FOR LIFE BY MILTON GREENE

American beaches and summer resorts this year will have a fancy and faraway look, with some women dressed as if they just walked off a ballroom floor and others who seem to have just swum in from Siam. While women can go in the water in this season's new bathing suits, they can just as well add skirts and go to a dance. These suits have boned, strapless décolletages, done up with flowers, braid or heading. Some appear to be made of rich and impractical materials

like satin and lace embroidery. Actually they are constructed of seaworthy cotton. Even cotton toweling is dressed up—rhinestones on terry-cloth dusters, big gilt hairpins on terry-cloth chignons. Some clothes for the beach and off-sand hours are derived from far-off places like Bangkok. Shown here in the tropical setting of the Virgin Islands, they will be worn in the next few months from Montauk to Malibu but would look right at home in the *National Geographic*.

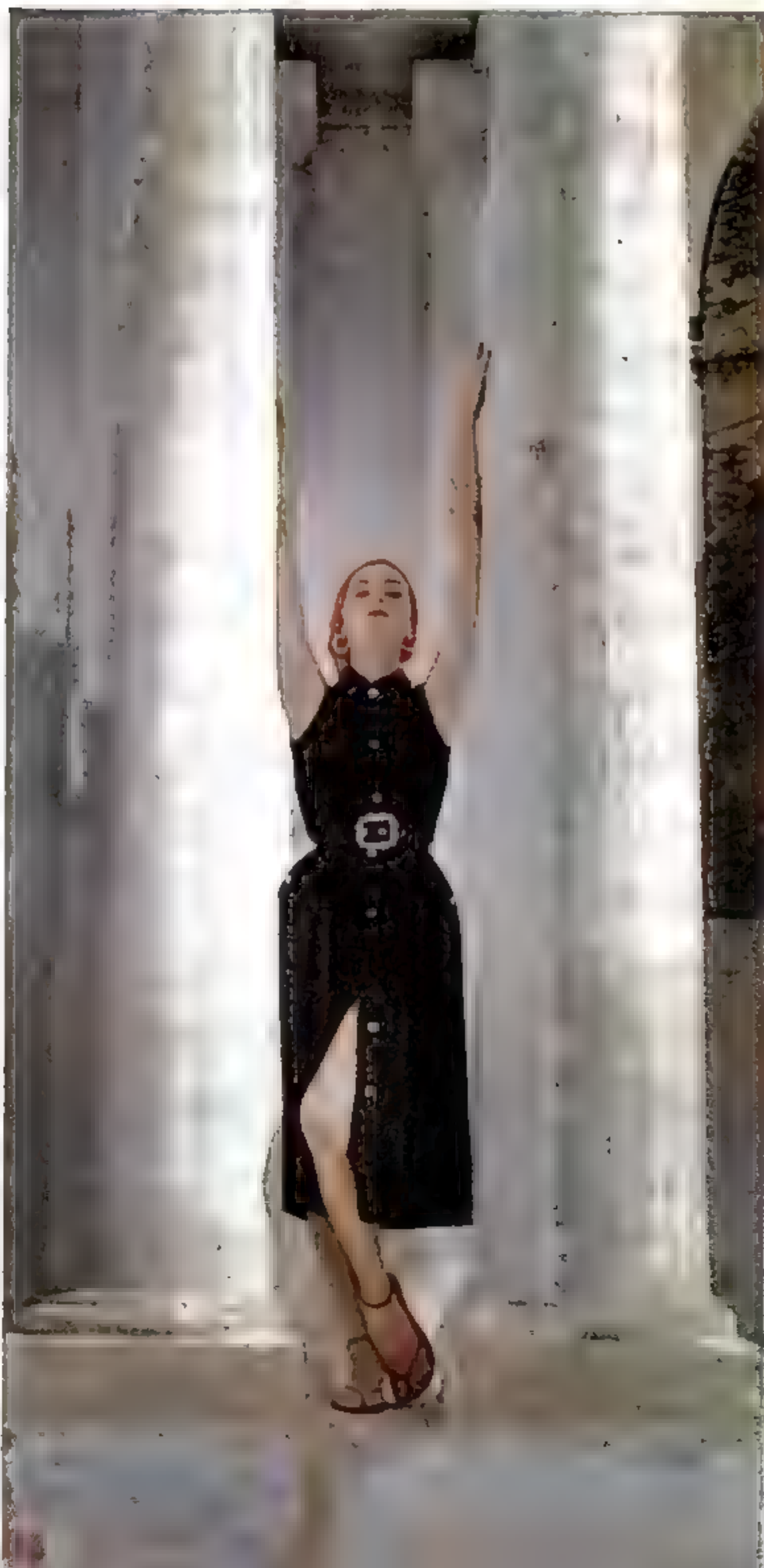
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COTTON FLOWERS that survive submer-sion without wilting trim the strapless top of one-piece elasticized suit (Catalina, \$9). The wearer is sitting on beach at Magen's Bay on St. Thomas, Virgin Islands.



LONG SHIRTTAIL of striped cotton jersey top (Coral, \$6) is worn hanging out rather than tucked into short white duck pants. Wide belt gives shape to shirt, which is worn instead of the classic T-shirt.

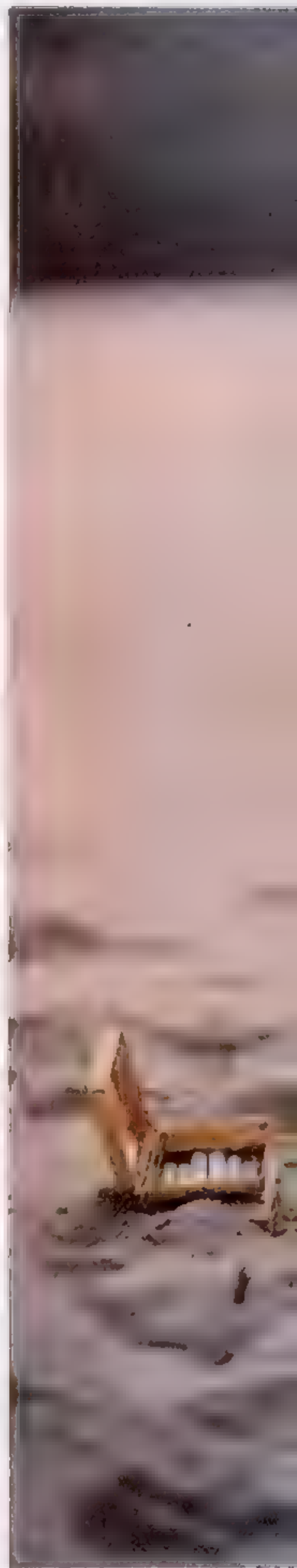


RHINESTONES button straight duster in black vat-dyed terry cloth (Beacon Hill, \$14). It can be put on over bathing suit or worn as coat or casual dress. These columns are in front of St. Thomas synagogue.



SHORT SLACKS that fit tightly all along the leg, stop just below the knee, are high-style way to wear pants this summer, provided owner's hips can stand the shape. These have jet knee buttons (Cabana, \$9).

FANCY SUMMER CONTINUED



EYE-FOOLING COTTON, with one billion
of tiny light reflecting granules, makes
a material that is harder to see than
the cross that it represents. It is washable.



SAND REGALIA, worn at Magon's Bay, includes
terry cloth swim cap (Mad Caps, \$30), cover-up that
after swimming, is folded up and tucked under
\$25, bracelet, gold hoop earrings (Napier, \$4.99)

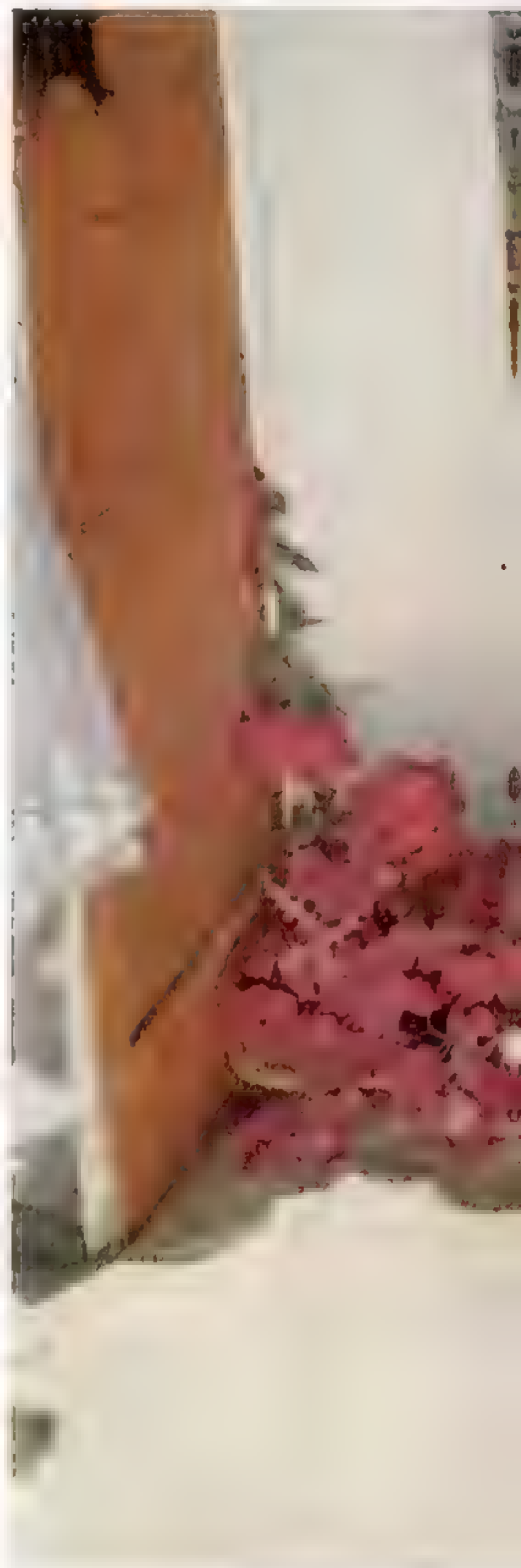
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MEXICAN COLORS in Lurich hand-screened fabrics featured for a play skirt (left, \$29) and Rouvin striped rayon skirt (right, \$29). Also featured here in street of Charlotte Avenue, capital of St. Thomas.



The flavor of far-off places



← **INDIAN COTTON** for the American Southwest makes (left) a pleated Navajo gauze skirt (\$30) worn with linen shirt (\$30). Cowboy bandana skirt and top (right, \$30) worn with shiraz organza tulle (\$30).

This summer's foreign-flavored fashions have been brought back by tourists who stumbled on them and designers who went literally around the world for new ideas. The Southwest styles on the opposite page come from Pins and Needles, a shop in Santa Fe which makes expensive

adaptations of Navajo costumes. The clothes in Mexican colors are from DD and Leslie Tillett, whose success in Cuernavaca, Mexico induced them to come to New York. But the biggest foreign influence, the Siamese, was brought back by sportswear makers whose talk now is a

jargon of batiks, panung prints and lava-lavas (wrapped pants like those in the playsuit below). Textile makers are producing faithful cotton copies of native fabrics in every price range, and any woman who wants to can dress like a court attendant in Broadway's *The King and I*.



SIAMESE PRINTS by Tina Leser are lava lava playsuit (foreground, \$25), batik coat (left, \$30), pleated pants under cotton tunic (right, \$30). This is on the terrace at Higgins Gate, a St. Thomas inn

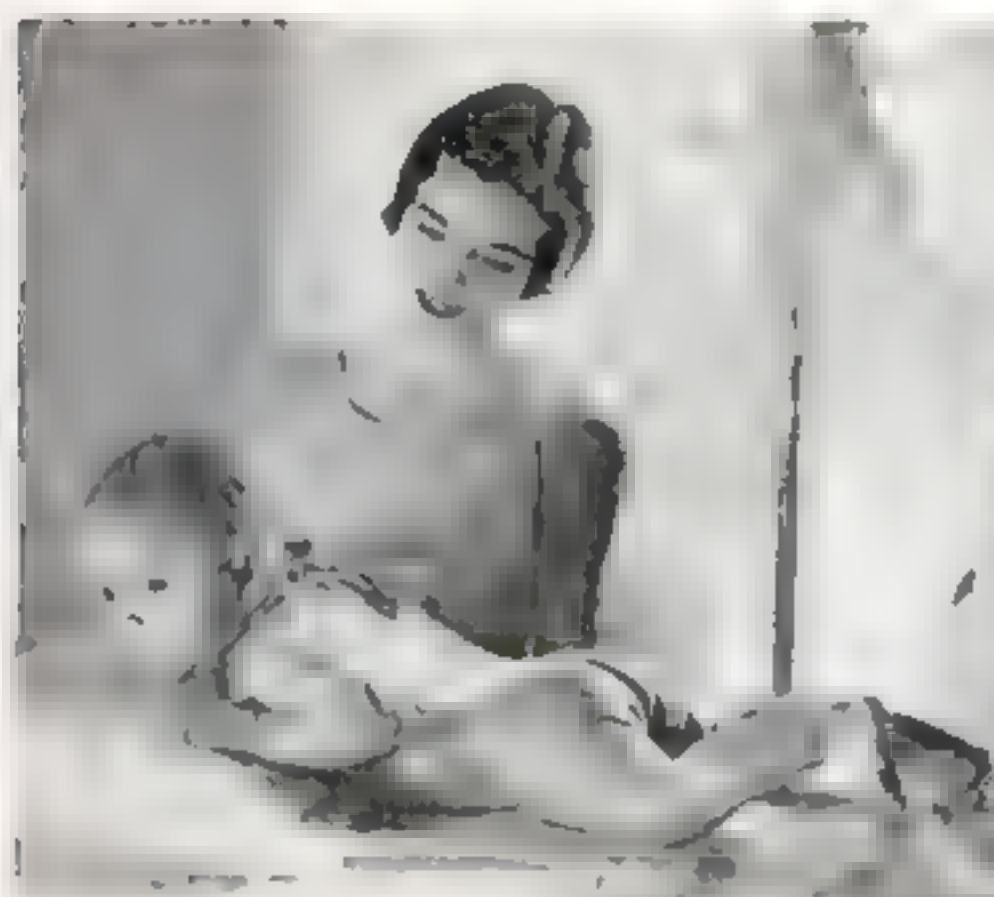


FIESTA DRESS from Pins and Needles is hand-dyed mesh (S110). For skirts are back in fashion of hot weather after last summer's high-slit preference or sheath. This is a mountain grove on St. Thomas.



The loving care you give him means a lot to baby's daily comfort

GUARD HIS THINNER SKIN WITH CARE



You carefully time his "sun bath" period down to the last second. His skin is so tender that even an extra minute of exposure might burn it. Your baby's skin is really thinner, more delicate than yours, you know. Skin studies show it can be irritated sooner, "hurt" more easily. Your loving care is his only safeguard against daily discomfort.

You change him often to keep that tender skin comfortably dry. Be careful, too, in choosing his bathroom tissue to check for 3 "tender skin" qualities. Gentle "old linen" softness that doesn't chafe. Instant absorbency for thorough cleansing. And just the right strength to prevent tearing or shredding.



More mothers every day are finding this ideal combination of "tender skin" qualities in Scott Tissue. You will discover, too, that Scott Tissue's greater value makes it the perfect choice for the whole family. You get 1000 generous full-size sheets to a roll. Scott Tissue goes further, lasts longer.

"Scott Tissue," "Soft as old linen." Reg. U. S. Pat. Off.

1000 Full Size Sheets—Soft As Old Linen



The new RCA VICTOR
17" Fairfield

Million Proof 17-inch console takes big-screen viewing out of the luxury into the "let's get it" class. Has built-in antenna and phono-jack for automatic record changer like the popular RCA Victor "45." Mahogany, walnut finish, Lined oak slightly higher. 7T122 \$389.50.



Better looking
in every way!

Insist on RCA VICTOR

Million Proof television—

quality proven in over ^{two}~~one~~ million homes!

• They "look like a million"—and they're Million Proof—the new RCA Victor television receivers!

Any one you choose gives you the best in picture quality, styling and performance. And no wonder! They're built from RCA Victor's experience in producing over two million television receivers.

All have the new, extra-powerful RCA Victor circuits for peak performance. The fabulous RCA Victor television pickup gives you the *best possible* reception. All have the rich, true-to-life tone of RCA Victor's famous "Golden Throat" acoustical system. All have decorator cabinets—styled to "live with" the finest of modern or traditional furnishings.

And—only RCA Victor owners can buy the RCA Victor Factory-Service Contract for expert installation and maintenance. Buy it with your set. If you already own an RCA Victor set *without this protection*, call the RCA Service Company for a maintenance contract now.

Listen to Arthur Fiedler and the Boston "Pops" Orchestra Mondays at 10 P.M. New York time on your NBC station.

RCA VICTOR
Division of Radio Corporation of America

Price shown is suggested list price including Federal Tax.
* Subject to change without notice and to Government Price
Ceiling Regulations. Slightly higher in far West and South.

WORLD LEADER IN RADIO . . . FIRST IN RECORDED MUSIC . . . FIRST IN TELEVISION



S. BAXTON BRYANT SITS TRIUMPHANTLY SWATHED IN 2,670 FEET OF BILLS TAPED TOGETHER BEFORE DEPOSITING THEM IN BELLS'S FIRST NATIONAL BANK

HALF A MILE OF DOLLARS

Minister stages odd fund-raising drive to replace burned church

Last November a grass fire tended by the Rev. S. Baxton Bryant near his Methodist church in Bells, Texas spread and accidentally burned down the church (*right*). When normal money raising fell \$10,000 short of the \$20,000 needed for a new one, Pastor Bryant resorted to a novel scheme. Figuring that a mile of dollars laid end to end would neatly give him the \$10,000, he began collecting dollar bills. The idea caught on.

Neighboring towns, banks and filling stations began collecting greenbacks and Scotch-taping them together for him. Despite his campaign he wound up last week with 2,670 feet (just over half a mile) of bills, still \$4,600 less than his goal. Pastor Bryant promptly started a new scheme, lending his cash to his church members and asking them to bring back \$10 for every \$5. Meanwhile work on the new church starts next week.



OLD CHURCH BURNED to the ground. It was valued at \$20,000, covered by only \$5,000 insurance.

BIG HIT-3 WAYS!



No Other Whiskey... **ONLY**
FLEISCHMANN'S
GIVES YOU THE



1.
**CHOICE
 QUALITY**

Fleischmann's Superb
 Straight Whiskies
 Blended With Fine
 Grain Neutral Spirits

2.
 Every drop

90 PROOF
 rich, robust, delicious!

3.
WINNING PRICE
 America's Greatest Whiskey
 Value!

BLENDED WHISKEY - 90 PROOF - 65% GRAIN NEUTRAL SPIRITS
THE FLEISCHMANN DISTILLING CORPORATION, PEEKSKILL, N. Y.



AT GAS STATION bills hung outside. Bryant said if money was stolen, extra publicity would be worth it.



BY STATE HIGHWAY on last day bills were strung on wire (left). Bryant hoped motorists would donate more dollars. But only \$1,773 more was collected.



BEFORE BANK, pastor poses with total take. The bank itself collected \$350 toward the new church.

The easiest-writing portable ever built!

The **NEW** ROYAL

... with "Magic" Margin. Only Royal has it!

It's new in appearance! It's a beauty!

The smart new lines are patterned after the new Royal Office Electric. Notice the gentle curves that give the new Royal Portable that streamlined, "tomorrow" look.

It's the most beautiful portable ever built. It actually strikes a *decorator* note in the living room, and its built-in quiet makes the new Royal Portable a low-voiced, well-mannered family member.

The new Royal Portable simply invites you to put down those thoughts... school work... important messages... correspondence... professional writing. Want it? Ask your dealer about Royal Portable *now!* Today!



Twice as much quick magic in setting margins. The new Royal has both right and left "Magic" Margin! Position, press, margin is set! As easy as turning on a light switch!



It's a big, husky typewriter! The new Royal Portable has the *feel* of an office typewriter. It performs like an office typewriter. It has more "big machine" features than any other portable.



Your fingers get away like a rabbit with the new Speed-King Keyboard and high speed key action. Finger-Flow keys of non-glare plastic. Truly this is the world's fastest portable.



Plus other exclusive features like Picture Window writing line visibility, new Paper Lock Scale for easy centering, spacing, and tabulation, "Touch Control." Long writing line—a full 9 inches. New revolutionary Contour Carrying Case.

TRULY, THE STANDARD TYPEWRITER IN PORTABLE SIZE

ROYAL—*World's No.1 Portable*

"Magic" and "Touch Control" are registered trade-marks of Royal Typewriter Company, Inc.



Lightweight Champ

of the **pancake world**

Pillsbury's high place in the pancake world is due to just this:

People (Pillsbury found out) liked pancakes all right, but they wanted them *lighter*.

Pillsbury (ever alert to what people want) made 'em lighter. It's as simple as that.

Pillsbury
the lighter
pancakes

P. S. Pillsbury buckwheats are lighter, too. Milk is all you add to either one. That's all.





NEARLY INVISIBLE TO NAKED EYE DURING BIG TV SHOW, FACES OF JIMMY DURANTE AND GUEST ARE MAGNIFIED ON HUGE SCREEN FOR THEATER AUDIENCE

BIG SCREEN

A new gimmick which is helping TV comedians to get their yaks in huge theaters is shown above. It is a 15x20-foot screen which magnifies the faces of performers like Jimmy Durante. Without it studio

audiences in big theaters like NBC's Center Theater in New York would barely be able to make out the comedians' faces. With it, there is no mistaking Durante's nose, his cigar or even his guest (p. 94).

SUNSWEET prune juice
is the only prune juice
with uniform laxativity!



"C-L" does the trick!—

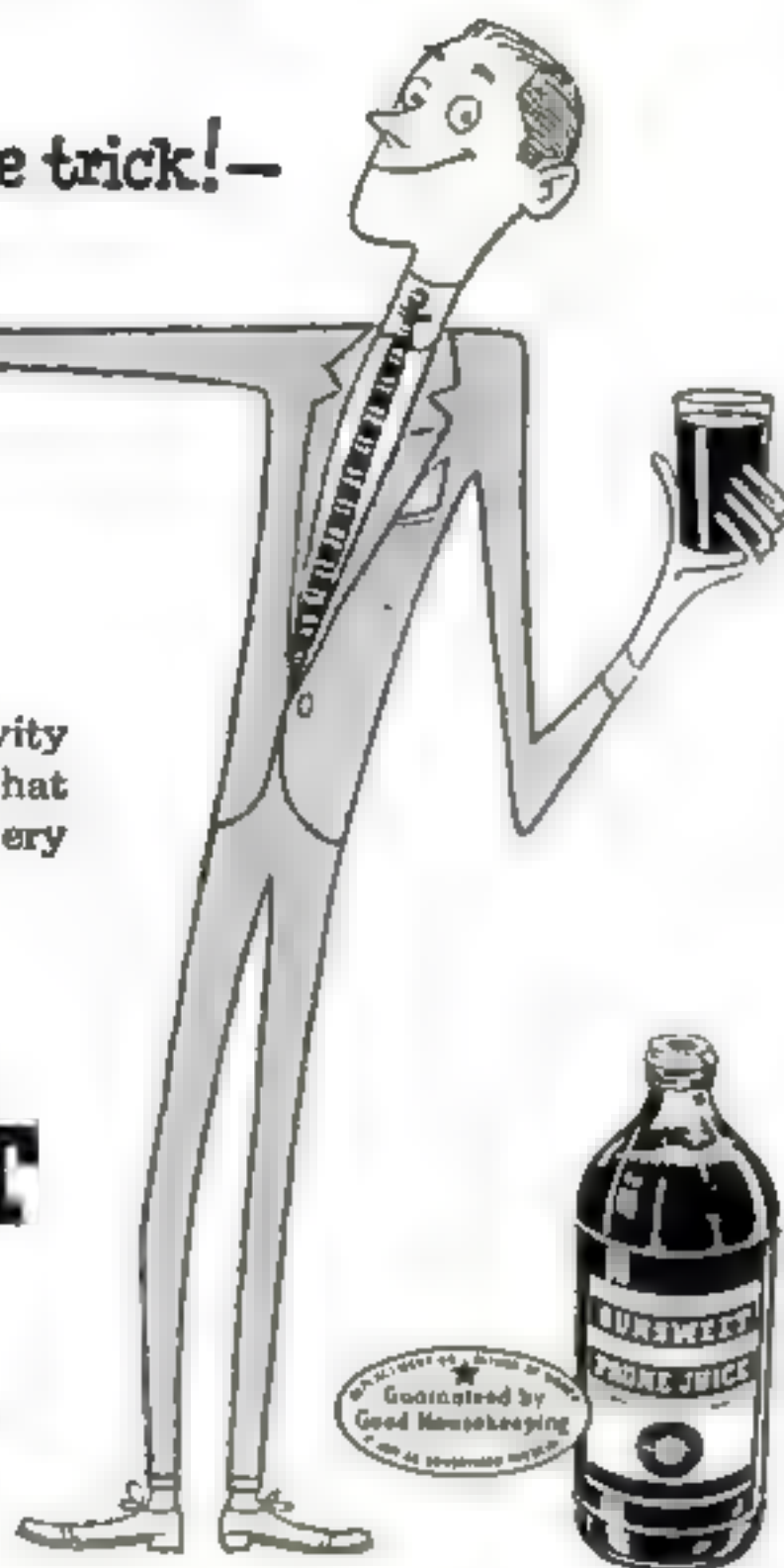
"C-L" stands for Controlled-Laxativity
—an exclusive Duffy-Mott process that
keeps the laxative strength of every
glassful of Sunsweet the same.

ONLY

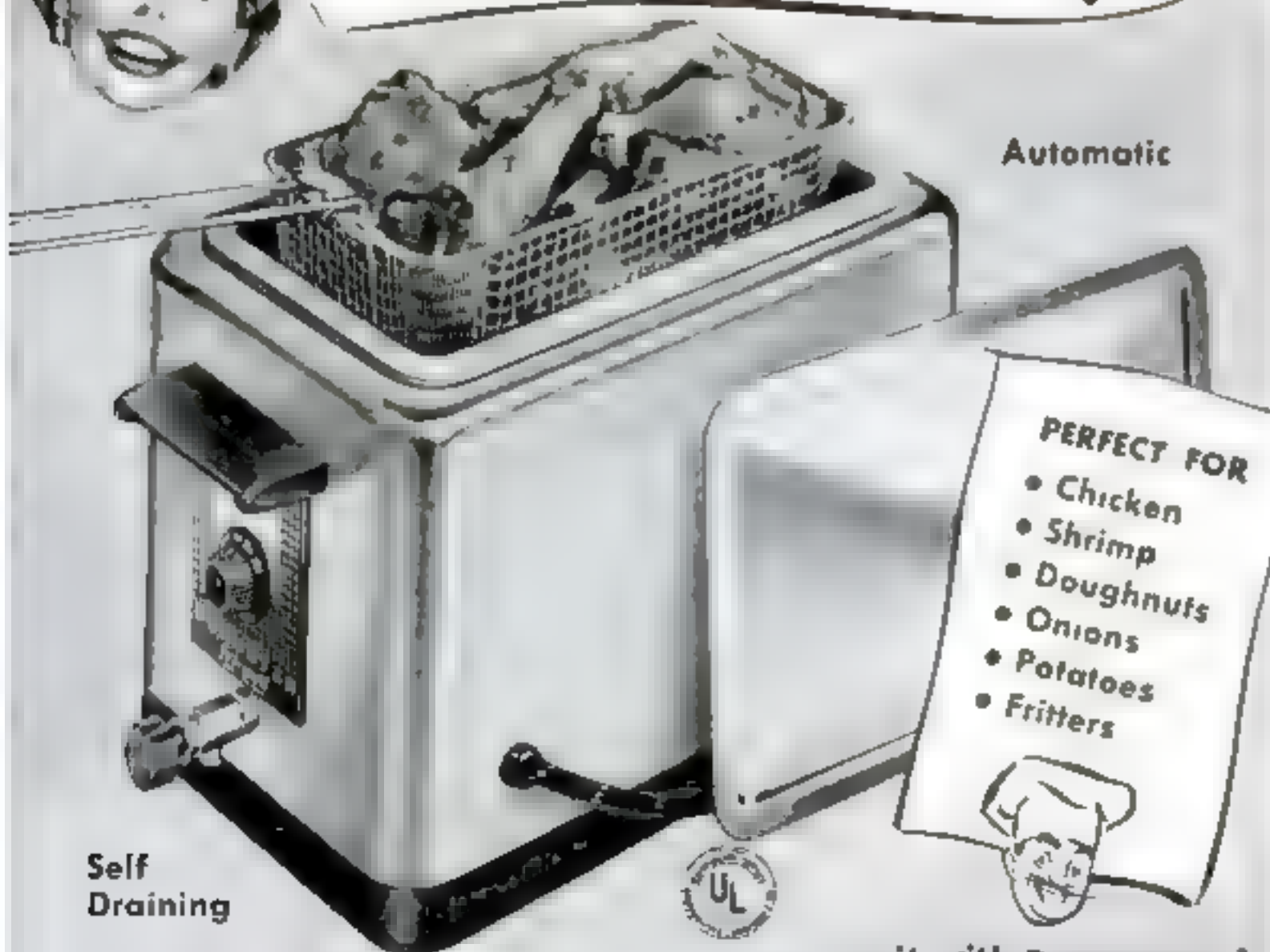
SUNSWEET

PRUNE JUICE

HAS UNIFORM LAXATIVITY



Every Bride's a Better Cook
with a FRI-WELL!



Automatic

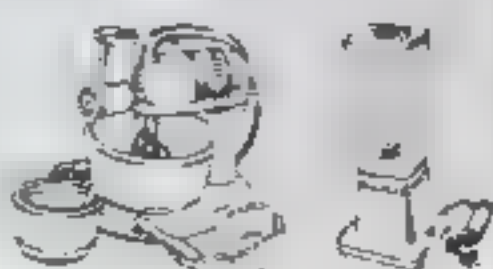
Self
Draining

One bride calls the Dormeyer Fri-Well, "... the
most useful contribution to fine living since the dis-
covery of fire." Young cooks, or older ones—they
all love it! The big, beautiful Fri-Well brings all
deep fried foods to delicious golden brown good-
ness in a few minutes of automatic electric cook-
ing. See it now at better stores everywhere.

DORMEYER

Dormeyer Corp. • 4300 N. Kilpatrick Avenue • Chicago 41, Ill.
Fox Agencies Ltd., Fort Credit, Ont.

Do it with DORMEYER!



Dormeyer Food-Fixer.
Electric grinder, juicer, mixer.
Dormeyer Blender. Lique-
fies, blends, chops, purees.

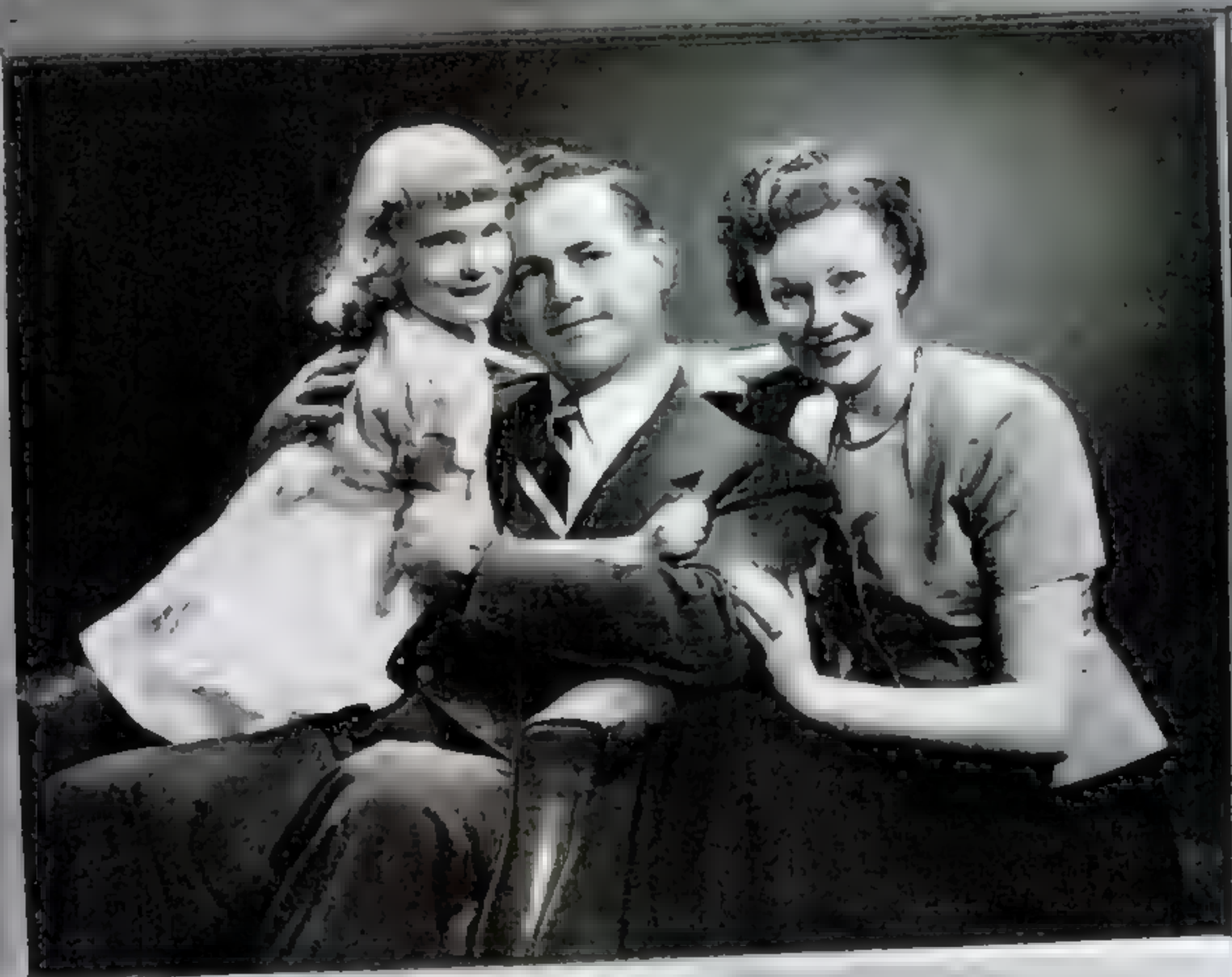
Jimmy Durante CONTINUED



BIG GUEST Making her first TV appearance as Durante's guest, Sophie Tucker is saluted as "one and only red-hot mamma," then plunks her 200 pounds into Jimmy's lap. Jimmy said, "It's a catastastrokel!"



BIG PRIZE At Waldorf-Astoria ceremony Jimmy gets the coveted Peabody Award for outstanding TV entertainment. It was presented by Master of Ceremonies Edward Weeks (left), *Atlantic Monthly* editor.



Your *Family Portrait* is a priceless gift!

A portrait of your family is a gift to be cherished. It can come from no one but you . . . there is no better time for you to give it than now, today.

Days, months, years, roll by too quickly. Don't put off getting that all-important *family portrait* any longer.

You know yourself how fleeting the memory can be. But a camera *never* forgets. And nothing equals a photographic portrait as a precious, intimate gift—one that will always be a proud possession of those close and dear to you. The artistry and experience of your professional photographer are at your command.

Call him for an appointment today, while the thought is fresh in your mind. You'll be pleasantly surprised when you discover how really inexpensive a handsome portrait of your family will be!

Make an appointment with your Professional Photographer, now.

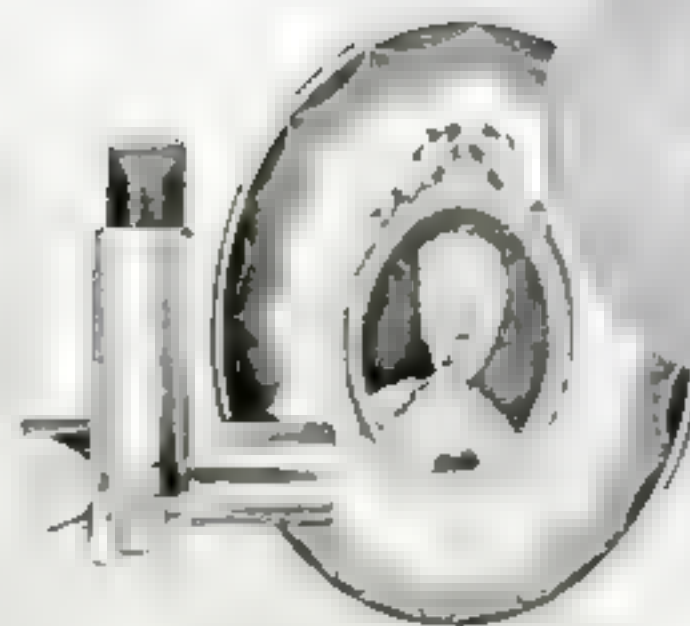


AnSCO, Binghamton, New York. A Division of General Aniline & Film Corp. "From Research to Reality"

Du Barry Petal Pink

SO NEW! THE MAKE-UP THAT'S SO PRETTY ON YOU!

For now, for on into summer...never before a look so appealingly pretty...never before such a young delicious color in a whole make-up trio! There's Petal Pink Sophisti-creme, the DuBarry cream cake make-up that smooths on like a dream; sheer-sifted Petal Pink DuBarry Face Powder for petal-velvet texture; and famous creamy-firm DuBarry Treasure Stick...the salon-type indelible lipstick that actually protects as it "weds" the luscious Petal Pink color to your lips. All yours for a new kind of day-long loveliness. Hypo-allergenic—good for your skin.



Face Powder, \$1.00, \$2.00
Lipsticks, \$1.10, \$1.50
Sophisti-creme, \$1.25
PRICES PLUS TAX

Du Barry

BEAUTY PREPARATIONS BY

Richard Hudnut

Makers of the Richard Hudnut Home Permanent



AT DAY'S END road crew of analysts in a Scranton hotel room check the SQB reports (lower right) and the day's purchases with their superintendent (center). Purchases include auto tire, Corn Flakes, hats, baseball, fruit, a doll, outdoor grill, thermos, camera.

The Myth about Salesmen

Shifting their low pressure into high has made Willmark unique, big and rich

by HERBERT BREAN

DURING the meat shortage days of World War II, a Detroit housewife timidly ventured to speak to her butcher about the meat he had sold her the day before. The veal, she complained mildly, was tough. The butcher's response was immediate and churlish: picking up his cleaver he strode out from behind his counter and chased the fastidious customer screaming from the store.


This is an example, admittedly extreme, of bad relations between salesman and customer, and as such it is particularly deplored by the men who run the Willmark Service System Incorporated. Virtually unknown outside retail trade circles, this Argus-eyed and octopus-armed organization takes in more than \$5 million a year for investigating and advising merchandisers on their customer relations. Had the impulsive butcher been a Willmark client, he would have had it pointed out to him that 1) his "customer approach" had dropped to the nadir of impoliteness, and 2) he had achieved the ultimate in unsound merchandising by willfully and permanently depriving himself of a patron.

Willmark has been helping American stores keep their customers happy and purchase-minded for 34 years. The Willmark service operates by sending into the stores of its clients squads of "analysts" who are dressed and coached to act as typical customers. Each analyst makes out elaborate reports on the treatment he has received from salespeople (p. 103). Willmark collects as many as a thousand

such reports on a single store in a year, on the basis of which it carefully compiles percentage figures on the store's over-all sales efficiency and the efficiency of its various departments. When Willmark discovers weaknesses in "suggestive selling" (mentioning a second item to go with the one already purchased) or "trading up" (inducing the customer to spend more), which are revered words in retail merchandising, it helps the store correct them by supplying literature and advice for the sales force.

Willmark, which is the only company of its kind, now services some 30,000 stores, including about half of all major American retail enterprises, ranging from Gimbels and the W. T. Grant chain down to one-man gas stations and owner-operated candy stores. Its 1,200 analysts buy about \$6 million worth of merchandise a year and turn in 1.2 million reports a year. By making shopping a more alluring experience for the U.S. housewife and business a more profitable experience for the U.S. retailer, Willmark exerts an incalculable but enormous influence on the American economy. During the war the government paid Willmark's essentiality a supreme compliment: it furnished its shoppers with ration stamps so their test purchases could continue.

Each year, on the basis of its reports on the selling efficiency of all its clients, Willmark figures out the average efficiency of the famed American salesman. The figure for 1949 was only 72.6% efficient, yet



All That The Name Implies
In Performance and Dependability . . .

CHAMPION

Spark Plugs

BE A CHAMPION DRIVER . . . Go by the records that prove Champions best!



It's a significant fact that more racing champions use Champion Spark Plugs than all other makes combined. Best in open competition means Champions are better for every engine!



More airlines and truck fleets use Champions, too. This proves you can't beat them for economy, performance and dependability. It will pay to insist on Champions for *your* car!



On the strength of Champions' performance record in their own cars, American motorists have made them their favorite spark plugs for more than a quarter century!

Listen to the CHAMPION ROLL CALL . . . Harry Wisner's fast sportscast every Friday night, over the ABC network . . . CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO



CHAMELEON-LIKE QUALITY of the analyst is exemplified by Marianne Freeman who wears blouse and skirt (top) to check Norton's, a low-price New York store, and cocktail frock (bottom) checking the chic Rendez-Vous room.

WILLMARK CONTINUED

last year it slipped to 69.4. A permanent 10% increase could not only stimulate U.S. business but, by eliminating much frustration and resentment, contribute notably to the national peace of mind.

A Willmark analyst is a blend of cloak-and-suiter with cloak-and-dagger. The firm employs two women analysts for every male, that being the proportion of women to men shoppers in the U.S. Both men and women analysts are selected on the strength of one outstanding trait, and that is that they have no outstanding traits at all. Willmark wants no flashy blondes or glowing redheads, nor people excessively lean, fat, short or tall, because these are easily remembered by sales personnel. Faceless anonymity is an essential of the business. The average analyst is 25 to 35 years old; younger persons are too interested in social life, older ones tire too easily. Willmark will not hire ex-policemen, private detectives or others previously concerned with the detection of venality because it has found they consciously seek out faults rather than report what flaws may reveal themselves.

The neophyte analyst goes through a training course which weeds out about 90% of the aspirants. A major stumbling block is what has come to be known within the organization as "Willmark consciousness." Strange as it may sound to the average woman, to whom a career devoted to shopping might sound like pure heaven, it is hard for the trainee to act natural when she goes out on her first shopping trip for Willmark. She feels that the salesgirl, who of course knows that Willmark shops the store regularly, sees through her disguise at once. Actually analysts are seldom spotted, and when they are the veterans have ready answers. When a wise-looking salesperson inquires, "Aren't you from Willmark?" the shopper will answer, "No—Schenectady." Or to, "You're a Willmarker, aren't you?" she will haughtily reply, "No. I am an Episcopalian."

CONTINUED ON PAGE 102

Us Fellers Need This Friend



3 times as much nourishment
as in canned dog foods!

Yes, pound for pound, Gro-Pup—Ribbon or Meal—supplies 3 times as much solid nourishment as moist canned dog foods. Gro-Pup contains every nutritional factor now known to be needed by your dog. Not two-thirds moisture like most canned dog foods!

Only dry dog food with this
veterinary approval!

Gro-Pup has the veterinary seal of approval as a complete balanced dog food. Table scraps are extras, for Gro-Pup provides everything!



Build a bouncy dog with



**GREAT NEWS FOR
MEAL USERS!**

Gro-Pup Meal is flaked for faster mixing! Takes up liquid in a jiffy, ready to eat instantly. Thrifty! A complete dog dinner... like Gro-Pup Ribbon. For variety, start today to feed both.

**"COMPLETE
DINNER"
Gro-Pup!**

Ask these Top-Flight Golfers...

What'll you have? They



VIC ONEZZI... former P.G.A. Champion, is another of golfdom's P.B.R. champions. Like millions of golfers, Vic agrees, nothing in the world tastes better after a hot round than a cool, foaming glass of Pabst Blue Ribbon Beer!



CRAIG WOOD... one of golf's all-time Blue Ribbon Champions, pictured here with his golfing friends about to enjoy that all-time champion of beers—Pabst Blue Ribbon—finest beer served... anywhere!



JACK BURKE, JR.... smooth-swinging young golf star, gives his charming pupil a lesson... in how to enjoy the finest beer served... anywhere. Says Jack, "Just ask for... Pabst Blue Ribbon."



CHICK HARBERT... "World's longest driver" is shown, club in hand, about to tee off at the 19th hole with a long, smooth swallow of the *World's No. 1 Beer*—Internationally famous Pabst Blue Ribbon—finest beer served... anywhere!

all say... **Pabst Blue Ribbon** — Finest beer served
... anywhere!



GENE SARAZEN — winner of every major professional golf title — flashes his winning smile as he enjoys the par-perfect taste of the No. 1 International favorite, Pabst Blue Ribbon — finest beer served... anywhere!



ED. OLIVER — Champ on golf, celebrates another par-breaking round as he and his partner enjoy par-perfect glasses of the No. 1 International favorite, Pabst Blue Ribbon — the beer with the flavor the whole world knows!



**Make the 3-Way Experts Test
...with a glass of Pabst Blue Ribbon!**

- 1. LOOK** at the clear color, the creamy head
 - 2. SMELL** the fragrance of that Blue Ribbon Blend,
 - 3. TASTE** the flavor the whole world knows
- and you, too, will find Pabst Blue Ribbon the finest beer served... anywhere!



"Did you say 'Sports Shirts'?"

A 1912 model sportsman exchanges stares with his 1951 counterpart! BOTH are the best-dressed men of their day. BOTH wear Arrow. But what a difference! The early Arrow Collar Man had *Style*. Ditto today's Arrow Sports Shirt Man—with *easy, casual COMFORT* added!



Bali Cay! Beautiful, colorful "Island Prints"!

When the sun is high, men turn to Arrow sports shirts! Here are the coolest, most comfortable, most colorful on the horizon. New leafy patterns ... Hawaiian prints ... brilliant flower designs ... and many others inspired by tropical isles. You'll look your best, FEEL your best in these

style-packed Bali Cays—cut free for action and comfort! All completely washable—won't shrink out of fit.

ALL ARROW sports shirts have the revolutionary new Arafold collar. See it! Wear it! Cluett, Peabody & Co., Inc.

ARROW

»»» **Bali Cay**
SPORTS SHIRTS

Starting our second 100 years of Style Leadership

SELLING QUOTIENT BUILDER S.Q. 85%
Company Name: Blank Bros.
Address: 321 W. Broadway
City: New York
Date: July 31st 1954
Time: 2:15 P.M.
Description of Salesperson:
Age: 28
Height: 5'8"
Weight: 160
Complexion: Fair
Eyes: Blue
Hair: Brown
Style of Hair: Short
Description of clothes: Suit and tie
Special marks of identification: None
A-APPROACH TO CUSTOMER:
1-Depersonal? No
2-Forceful? No
3-If any prompt:
a. Did up, negotiate you in waiting customer? No
b. You waited apart? No
c. Depersonal delay? No
4-By's reputation pleasant on approaching? No
5-Quick service? No
6-Show you something? No
B-SECURE ATTENTION:
1-We requested sales in cash? No
2-If not, did up, attempt to fill your requirements? No
a. Suggested a substitute? No
b. Offered to order from? No
c. Directed you to another dept.? No
3-Notes book not in check? No
C-ESTABLISHING INTEREST:
1-We in up, familiar with location of stock? No
a. Familiar with prices? No
b. Offered wide enough assortment of stock? No
c. Offered sales, pleasantly? No
D-CLOSING OF SALE:
1-What did up, say my dear? Thank you
2-Did up, give you sales, and change? No
3-Did up, give you sales, and change? No
4-Did up, give you sales, and change? No
5-Did up, give you sales, and change? No
6-Did up, give you sales, and change? No
7-Did up, give you sales, and change? No
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100-Did up, give you sales, and change? No

SQB REPORT, a sample of which (for a fictitious store) appears above, records in the two left-hand columns each step in "sp's," or salesperson's, procedure, including his opening greeting, familiarity with stock, how he justifies merchandise prices, etc. Right-hand column identifies "sp," checks his appearance and money-handling methods—important in prevention of dishonesty. Total of all yeases checked gives the selling quotient—here (upper right) 85%.

WILLMARK CONTINUED

Another problem for Willmark trainees is learning to be casual and at ease on different economic levels. One day an analyst may find herself in simple blouse and skirt, acting the part of a gum-chewing stenographer in a bargain basement, and the next day, smartly furred and jeweled, acting the somewhat rude role of a society matron in a chic salon. Once launched on her career an analyst sees the country. She probably will be sent to one of the firm's 33 branch offices from which she goes out on long road trips as part of a crew, usually twice a year. The crews usually consist of four people who travel for some months at a time, shopping all client stores in an area. They keep to themselves while traveling because they dare not let anyone know their business for fear of word leaking to local stores. Each crew is headed by a male superintendent, who plans the work, gives the shoppers the money they need to make purchases (although charge accounts are also arranged for them) and, at the end of the shopping day, receives the merchandise they purchase. This is subsequently sent back to the store and returned to the various departments at staggered times so the salespeople will not know they have been "shopped" by Willmark. Unless he has been asked to report in advance for special instructions, the superintendent does not reveal the crew's presence to the store manager until the analysis is completed. Analysts shop like anyone else, buying or not buying as their normal inclinations would lead them, asking only normal questions and requesting only normal extra services, such as an arrangement for a lay-away purchase. After every transaction they leave the store, put the merchandise in their car, which they have parked nearby, and there make out an SQB report (above) on the salesperson who waited on them while the memory of the "test" is fresh in their minds. Occasionally they have to reveal their identity to a suspicious cop who, seeing a group of merchandise-laden people

CONTINUED ON NEXT PAGE



A mucked-up oil filter can cost you plenty in engine repairs. Get in a new Purolator* Refill—quick!

Yes, filthy muck like this chokes up any oil filter in time. And then what happens? No longer can your filter trap the road dirt and gritty abrasives that slip into your engine and chew away at precision-fitted parts. Result: your car doesn't run as well or last as long. And repair bills multiply.

- What to do? Don't delay—get in a clean filter refill—fast.
- Which make? Pays to buy the best—a Purolator Micronic*. New accordion-type design gives up to 10 times the filtering area—with pores so tiny they trap particles you can't even see.
- Cost much? Strictly small change—\$1.38 to \$3.00, depending on car make. (Complete housing and refill—\$6.50 up.)
- Take long? Only a few minutes—at your favorite service station, garage or car dealer. Purolator Products, Inc., Rahway, N. J.; Toronto, Ontario, Canada. Reg. U. S. Pat. Off.

PurOlator MICRONIC OIL FILTER



Know him? Of course! It's WILLIAM DEMAREST, appearing in Paramount Pictures

Cool off with the Luxury Ice Tea

MENU MARVELS

by Sexton now available at Grocers!

SAME QUALITY AS SERVED BY
FINEST HOTELS AND CLUBS

USE these 2-quart size tea bags to make big, frosty pitchers of the same Luxury Tea that you find in the finest restaurants, clubs and hotels. It's the favorite of dining cars, airlines, schools and hospitals.

The Luxury Tea

Sherman Ice Tea is a blend of Indias and Ceylons blended especially for Ice Tea Service. Now it is packed in big, 2-quart bags to make a whole pitcherful at once! Sherman Tea with added Darjeeling comes in individual-size bags to let each person make tea in his own cup, with strength to his taste.



NOW, for the first time since 1883, Sexton Quality Foods, with their unsurpassed standards of ingredients, are ready for your pantry in home-size containers. Preferred by famous chefs, priced for home budgets.

TO GROCERS

Your customers will appreciate your offering Sexton Quality Foods. If you are not already stocked, write us for full information. Excellent trading areas still available. Address: John Sexton & Co., Chicago, Ill. Est. 1883

Sexton

Quality Foods Priced for Home Budgets

WILLMARK CONTINUED

making repeated trips to an automobile, concludes he has caught a shoplifting team red-handed.

Shopping a big department store, an analyst may make as many as 25 tests and consequently 25 SQB reports in a day. Or she may spend as much as two hours on a single purchase in a luxury furrier's salon. The crew eats its meals in whatever restaurants in the town are Willmark clients and require checking. In the evening some may patronize a Willmark-client movie house to observe the quality of the sound equipment, seat comfort and usher politeness, factors about which moviegoers seldom complain but which do affect the box office.

Pleasant as this combination of travel and continuous shopping seems to a great many people (Willmark is perennially flooded with applicants for analyst jobs), it has its occupational hazards. Crews tend to get road-weary after a while. They are also subject to an insidious peril in shopping food establishments; groceries, bakeries and ice cream stores usually tell the crews to keep the perishable merchandise they buy instead of returning it, and more than one inexperienced analyst has foundered on a glut of ice cream in his hotel room. A crew once visited Atlanta to survey, among other businesses, a restaurant that specialized in soft shell crabs. The crew tested the crabs so thoroughly that they were all incapacitated for a couple of days. Worst hazard of all, however, is the overly critical frame of mind which their work develops in analysts. A Willmarker becomes so accustomed to watching for deficiencies in service, soiled table linen and waiter impoliteness that his own off-duty meals in his own favorite restaurant are likely to be permanently spoiled.

The secrecy which surrounds the job also causes difficulties. A new analyst was once assigned to a small Southern town where he was presently noticed as a stranger and questioned by a policeman. Imbued with the Willmark passion for anonymity, he refused to reveal his identity or his business, even when taken to jail. When his supervisor finally bailed him out, he wailed indignantly, "Well, you told me not to tell anyone who I was, didn't you?"

The case of the 4-B feet

ANALYSTS have it drummed into them that they must never deliberately antagonize a salesperson or try to tempt him into an infraction of store rules. They are supposed to get the average treatment given to the average shopper. Occasionally this can be a horrifying experience, as an analyst discovered in a Texas shoe store. She had been instructed to check on an elderly male clerk about whom the store had had complaints—and small wonder. She asked him for white playshoes. "Sure," said he. "Wait'll I finish this funny paper." Minutes went by. "I wear a 4-B," said the shopper. "Four-B shoes will never fit your feet," said the salesman. He brought out two pairs of white shoes, put them on the floor and then sat back and started napping. The shopper tried the shoes on herself and discovered they were 5-C. When she politely complained, the old man opened his eyes to reply, "Those are your size. I told you you can't wear anything smaller." That analyst got a particular pleasure out of filling out the "remarks" section of her SQB report.

Out of hundreds of such torturous experiences and millions of less distressing ones Willmark's indefatigable corps has distilled some essential truths about what is wrong with American salesmanship. The U.S. salesman's great flaw, they have discovered, is not the high pressure for which he has been lampooned but utter apathy. "They're just order-takers," every Willmark executive complains. The average salesman approaches his customer dila-torily and with the deadly banal, "Can I help you?" even though the customer is already fingering neckties on the counter and is clearly interested in them. (The clerk's opening gambit should be, "Those are beautiful ties, aren't they? And they are genuine silk at only \$2.95." He should try to sell the ties, leaving for later the discovery of what the customer originally came in to buy.)

Again, the salesman's most aggressive effort at "suggestive selling" is usually a lackluster "Was there anything else?" instead of a sprightly "We have matching handkerchiefs for those ties" or "A gold tie clip would go well with the new ties, sir." Properly done, Willmark executives believe, this can boost the salesman's commissions and the store's profits (as well as the customer's blood pressure when he gets his monthly bill).

Some years ago a drug chain asked Willmark to test the suggestive selling in its 80 stores. In 220 individual tests Willmark found only a handful of clerks who were suggesting additional purchases. The chain launched a campaign, then asked Willmark to test again. This time shoppers were instructed to buy every additional item

CONTINUED ON PAGE 107

New Protein Food

—helps you have a fine body



KELLOGG'S CORN SOYA—
more body-building protein
than any other well-known
cereal—hot or cold!

You see here a wonderful-tasting cereal. Rich in vitamins, minerals and energy value. But that's not the big reason why we urge you to eat it.

This cereal—Kellogg's Corn-Soya—is built on protein. The same thing your body is built of. The thing you can't live without.

To have a fine body, you must

get the stuff fine bodies need—protein. And you're not getting enough of it for breakfast, government authorities say.

That is why Kellogg's Corn-Soya was created. No other leading cereal—hot or cold—is so rich in protein.

Isn't that—alone—reason enough for you to eat Corn-Soya?

SILVERWARE WITH YOUR OWN INITIAL!
Four initialed teaspoons for 75¢! See complete offer on Corn-Soya package.

BODY-BUILDING PROTEIN—RIGHT IN THE BREAKFAST BOWL!

Percentage of daily protein needs provided by a standard portion (1 ounce) of Kellogg's Corn-Soya when served with 4 ounces (½ cup) of milk or cream*

Average Man (154 lbs.)	12.26%	Child (75 lbs.—10 to 12 yrs.)	12.26%
Average Woman (128 lbs.)	15.58%	Child (58 lbs.—7 to 9 yrs.)	15.58%

*Recommended dietary allowance (revised 1948), National Research Council.



FRANKIE FRISCH, too,
has graduated to Carling's—the **LIGHT-HEARTED ALE!**



Frankie Frisch
Manager, Chicago Cubs
Member of
Baseball's Hall of Fame

CARLING'S *Red Cap* ALE

Brewed *light* in the U. S. A. to suit American tastes... Carling's Red Cap Ale has lost none of the gusto and *heart* of its proud Canadian heritage. And bright, clear, *light-hearted* Carling's—
so uniquely *right* for light-hearted moments
—costs no more than fine premium beer!

CANADA'S
GREAT ALE
IS NOW BREWED
IN U. S. A.!



Why don't you graduate to light-hearted Carling's... today?

© 1951
Brewing Corporation
of America
Cleveland, Ohio



AN ANALYST AT WORK resembles the other shoppers. Can you spot her in this picture? (She is the woman wearing glasses, second from extreme left.)

WILLMARK CONTINUED

suggested to them. The shoppers had to buy \$900 worth of merchandise over and above the articles they originally asked for.

The other great merchandising principle which Willmark tests for and helps inculcate into a client's sales force is "trading up"—convincing the customer who came in for a \$2.95 shirt that he would do better to spend a little more. ("They're three for \$7.95 today, sir," or "These at \$3.95 are extremely long-wearing cotton.") Crafty trading up can mean the difference between a store's getting by and getting rich.

Willmark eagerly refuses to get involved in potential personality clashes. Even when a store manager directly asks for a personal opinion on an employee, he is told he must be content with the SQB report. Among stores whose sales forces have come to learn something of Willmark methods this attitude has helped to allay a great deal of the suspicion and mistrust which a secret investigation system naturally engenders. In a badly run store whose employees, "trained" chiefly by stern discipline, live in fear of being discharged, the sales force is likely to think of the Willmark shopper as a spy out to "get" their jobs. In a store with intelligent management that educates its employees into ways of mutual profit making, the sales person seldom resents being shopped. Hearn, for example, one of the major New York department stores, actually receives complaints from salesgirls when they think they have not been shopped recently, because they feel they have not had a chance to show how good they are. They usually have been and don't know it.

Willmark takes enormous pride in the fact that its analysts are virtually undetectable. Once a girl who had been an analyst and afterward went to work for a department store called up a Willmark executive. "You really ought to tell the girls to be more careful," she said. "I waited on three this morning that I knew at once were analysts. Even other salesgirls, who of course haven't my experience, are getting suspicious." The executive happily and truthfully told her that no Willmarker had been in the store for the past month.

Once in a great while a veteran salesgirl actually does recognize a Willmarker and immediately begins to "sell" like mad, which does little good since the analysts are also expert at recognizing when they have been recognized.

Willmark's curious business began in 1909 when Will Bernstein, at the age of 18, was assigned by the United Cigar Stores Company to check on the selling efficiency of its 180 branch stores in New York. Bernstein was so distressed by what he saw that he suggested to C. A. Whelan, the company president, that a contest be held to encourage better salesmanship. It was announced that some 20 prizes, including some \$100 gold watches, would be awarded the best United Cigar salesman. Bernstein was given 12 assistants who shopped each store. At the end of each sale, the shopper handed a printed card to the salesman if he had proved efficient. Those with the greatest number of cards got the watches.

"You shoulda seen those clerks jump," Bernstein now fondly recalls. However, United's sales also jumped and Bernstein had a permanent job. Meanwhile his older brother Mark had started doing the same kind of work for the Liggett Drug Company. One day in 1917 it occurred to them that this kind of service would be valuable to all stores. Thus the Willmark firm was born and began operations in two rooms on lower Fifth Avenue. Mark and Will Bernstein, president and secretary-treasurer respectively, are still

CONTINUED ON NEXT PAGE

SMOOTHEST SHAVES

YOU EVER HAD!



NEW Saffi-Quik
WRAPPER

"Fingers don't touch blade...hook blade on any double-edge razor blade holder...wrapper slides off."

Because MARLINS are now
"MAGNETIZED"

The sensational new Marlin Razor Blade is "Magnetized" to give you the smoothest, most comfortable shaves you ever had! "Magnetized" to slick up the edges and make them incredibly sharp and smooth! "Magnetized" to give you edges that stay sharp longer!

Produced by the same high-quality, precision manufacturing methods that have made The Marlin Firearms Company famous for fine guns since 1870.

MARLIN Blades

12 for 25¢, 27 for 50¢, 60 for \$1.00

Single-edge blades also available at the same price.

World's fastest portable!



Rated best by dealers!*

*Based on nationwide survey of 5000 Dealers. Dealers voted Smith-Corona best by 2-to-1 over all other makes.



Smith-Corona

L. C. SMITH & CORONA TYPEWRITERS INC. SYRACUSE 1 N. Y. Canadian factory and offices, Toronto, Ontario. Makers also of famous Smith-Corona Office Typewriters, Adding Machines, Vivid Duplicators, Ribbons and Carbons.

WILLMARK CONTINUED

active, assisted by two of their sons, but the nerve center of Willmark has long been superdynamic Maxwell Schultz, the executive vice president.

To Schultz selling is not merely one phase of merchandising or even a career; it is the great philosophy of existence. "You take your home," says Schultz. "A good home is an equal balance of selling and buying on both sides. You want to play cards all the time, your wife doesn't and you insist—so you're doing all the selling and she has to buy. Or she insists on getting a new diamond ring when you feel you can't afford it—she's doing the selling and you're having to buy. Even when the baby cries to get something he wants—he's selling!"

"But to be a really good salesman you've got to be a good Christian. That is, selling is giving something extra. That's benefits. Say you go in to buy a suit. You need a suit to keep warm, of course. But over and above that the salesman shows you that you're getting extra benefits—the latest fashion, a becoming garment that helps your ego, maybe an especially good value. When there's a meeting of minds on these things—that is, when he makes you see the benefits—then automatically there's a sale."

Currently, there are ominous indications that minds are not meeting as they should. While national retail sales in 1950 increased almost 10% over 1949, Willmark's survey of the 1950 national selling performance shows that salespeople slipped sharply. Not only is the over-all average below last year but in the creative phases of selling, such as "creating desire" on the part of the customer, 1949's valiant percentage of 86.8, as compiled by Willmark, dropped to a mere 75 for 1950. "Suggestive selling" stood at a miserable 17.2 against the previous year's 23.4. And less than half of 1950's salespeople tried to trade their customer up (47.4 as compared with 54.8 for 1949). When Max Schultz contemplates that even the never-reached Willmark norm of 100 represents not an outstanding selling job but merely the standard which every store has a right to expect, and every customer to receive, he broods darkly.

He traces the trouble to the outbreak of the Korean war and the consequent scare buying which has tended to make salesmanship in its most revered sense somewhat unnecessary. He feels that if the nation's stores do not take steps to reverse this trend quickly, the U.S. is in for another period of the snarling discourtesy which marred the sales transactions of the war years and helped permanently to embitter many a U.S. shopper.

In uttering this warning, Schultz is not primarily concerned with selling the Willmark service. He does not have to worry much about Willmark's prosperity. Willmark does well in lean years because stores then become worried about sales and try to brush up on their selling; but it also does well during the fat years because then stores have plenty of money and do not mind paying Willmark's modest charges (\$250 a month for a medium-sized department store). The company has repeatedly refused requests to expand its services to foreign countries. As a matter of fact, the only thing that could put the Willmark Service System Incorporated out of business is a rather unlikely possibility: the permanent perfection of the grossly overestimated U.S. salesman.



WILL AND MARK, now 60 and 62, once worked 14-hour days as analysts when the business was small and new. Now that it is successful they take it easy.

Only \$1.50

Loves her strapless

LOVABLE BRA

Everything you ever wanted in a strapless bra...freedom of motion...no binding...yet complete assurance always.

In frosty white rayon satin, broadcloth or nylon with lace or sheer nylon insets...only \$1.50 everywhere.

(C-cup in nylon to size 40, \$2)

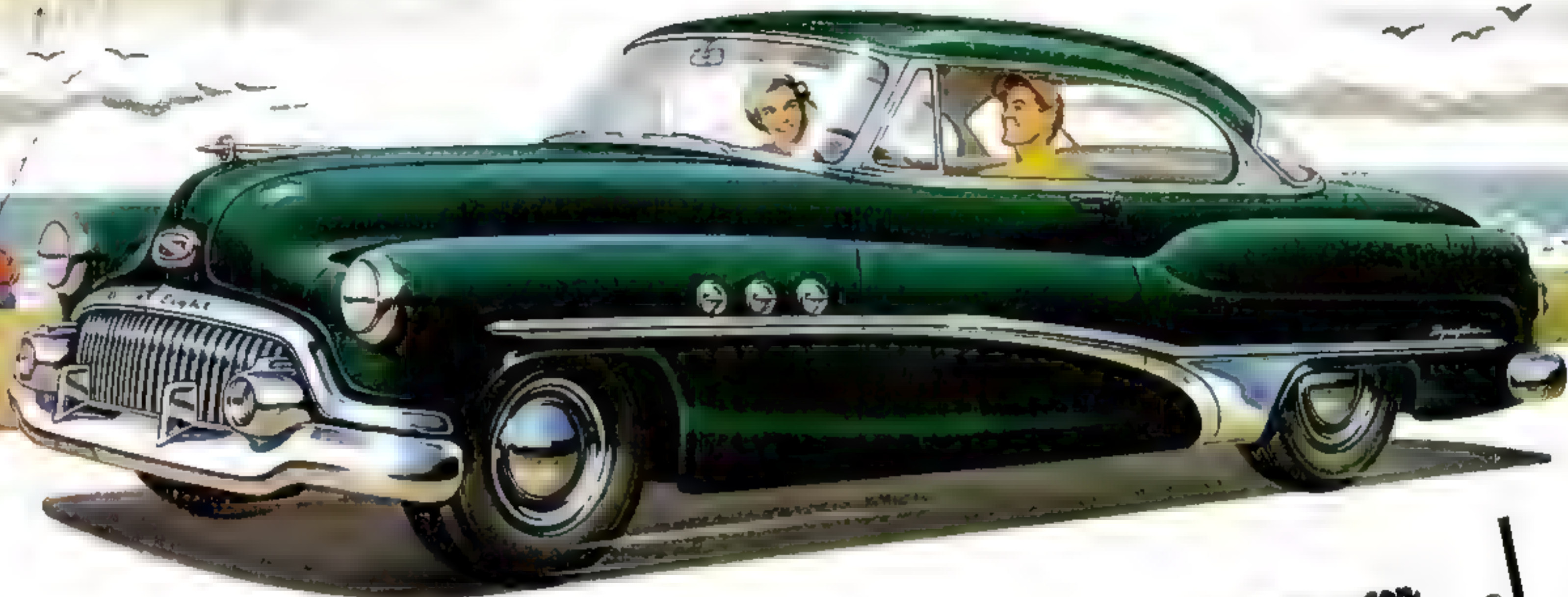
Other famous Lovable Bra styles from \$1. Also in Canada.

In any way you figure, it's

The Lovable Brassiere Co., Dept. L5, 180 Madison Avenue, New York 16, N. Y.

**It takes three
to make a Bargain**

FIREBALL POWERED



IT happens that the automobile pictured here—full of grace and rich in power—is a Buick SUPER, and the sweet buy in the middle-priced field.

But it could be a nimble SPECIAL—or a distinguished ROADMASTER—and the bargain would loom as big.

For the very fact that Buicks—and only Buicks—bracket three price ranges is a prime reason for the big money's worth that every size or Series provides.

We ask you to check that statement—put our prices against those of other cars of comparable power and weight—and you'll see what cold-turkey truth it is.

But there are things in a SPECIAL, a SUPER, or ROADMASTER that can't be weighed on a scale, as you'll find out the first time your fingers grasp that graceful wheel.

There's the sweet, solid feel of a car that tracks as firm and true and free from wander as a deep-keeled cruiser.

There's the joyful and trigger-quick surge of Fireball power.

There's the road-steady lullaby ride of soft-action coil springs on all four wheels—that take rutted roads, railroad crossings, cobbled pavements and "washboard" gravel in their stride.

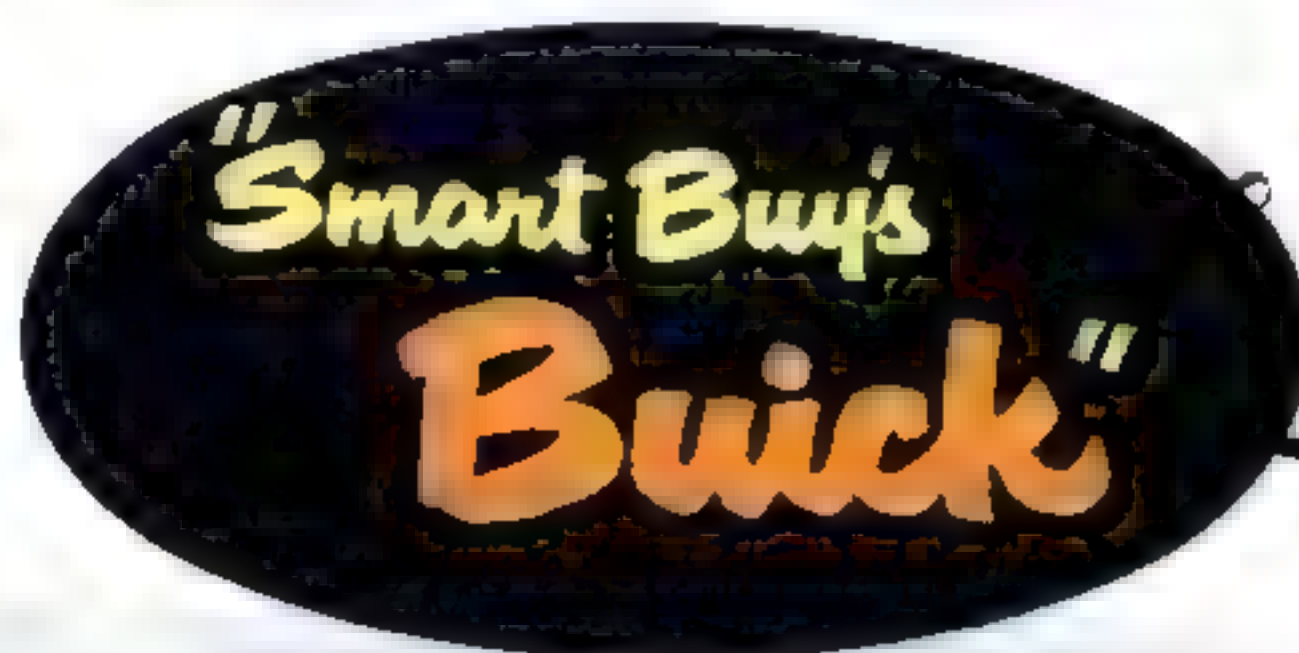
There's the supreme road mastery and tension-free smoothness of Dynaflo Drive.

And there's the pride of commanding a beautifully poised and durably engineered mechanism that responds with eager willingness to your every whim.

These are the things that make a thrilling adventure of the buy called a Buick.

Hadn't you better go see your Buick dealer right now and find the SPECIAL, SUPER or ROADMASTER that best fits your yen and budget?

Equipment, accessories, trim and models are subject to change without notice.



**No other car
provides all this:**

DYNAFLO DRIVE—saves strain on driver and car
FIREBALL POWER—high-compression, valve-in-head engine gets more good from every drop of fuel
PUSH-BAR FOREFRONT—combines smart style and unsurpassed protection
WHITE-GLOW INSTRUMENTS—greater clarity at night
TORQUE-TUBE DRIVE—steadies ride, improves driving control
4-WHEEL COIL SPRINGING—cushions ride, saves servicing costs

DUAL VENTILATION—outside air fed separately to right or left of front compartment
SELF-ENERGIZING BRAKES—hydraulic—multiply pedal-pressure five times at brake drum
DREAMLINE STYLING—tapered, car-length fenders, gleaming sweep—appears on most models
Plus: Self-locking luggage lid, Step-On parking brake, two-way ignition lock, Safety-Ride rims, Hi-Poised engine mounting, Body by Fisher
*Standard on ROADMASTER, optional at extra cost on other Series.

**When Better Automobiles
Are Built
Buick Will Build Them**

Your Key to Greater Value

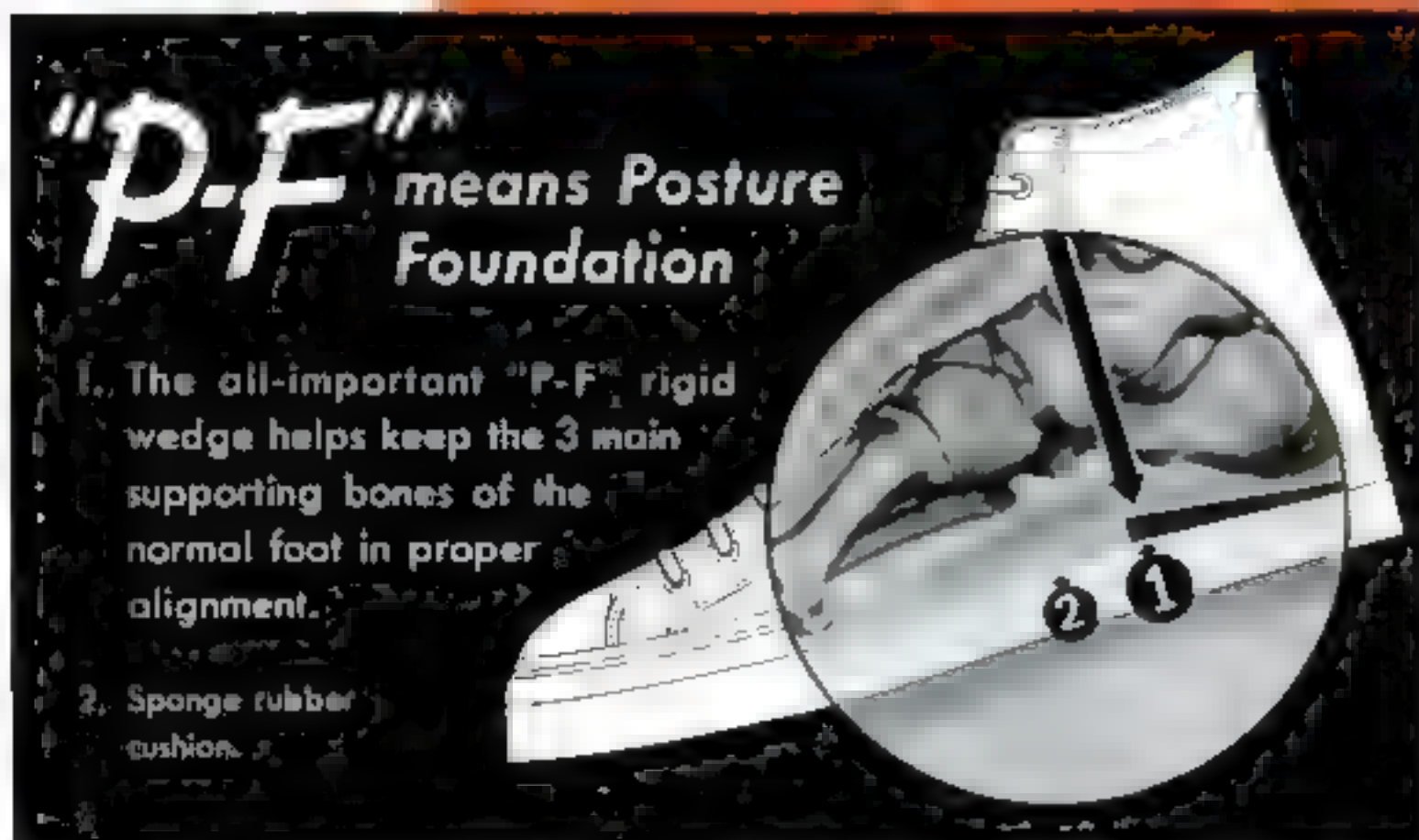


Tune in HENRY J. TAYLOR. ABC Network, every Monday evening

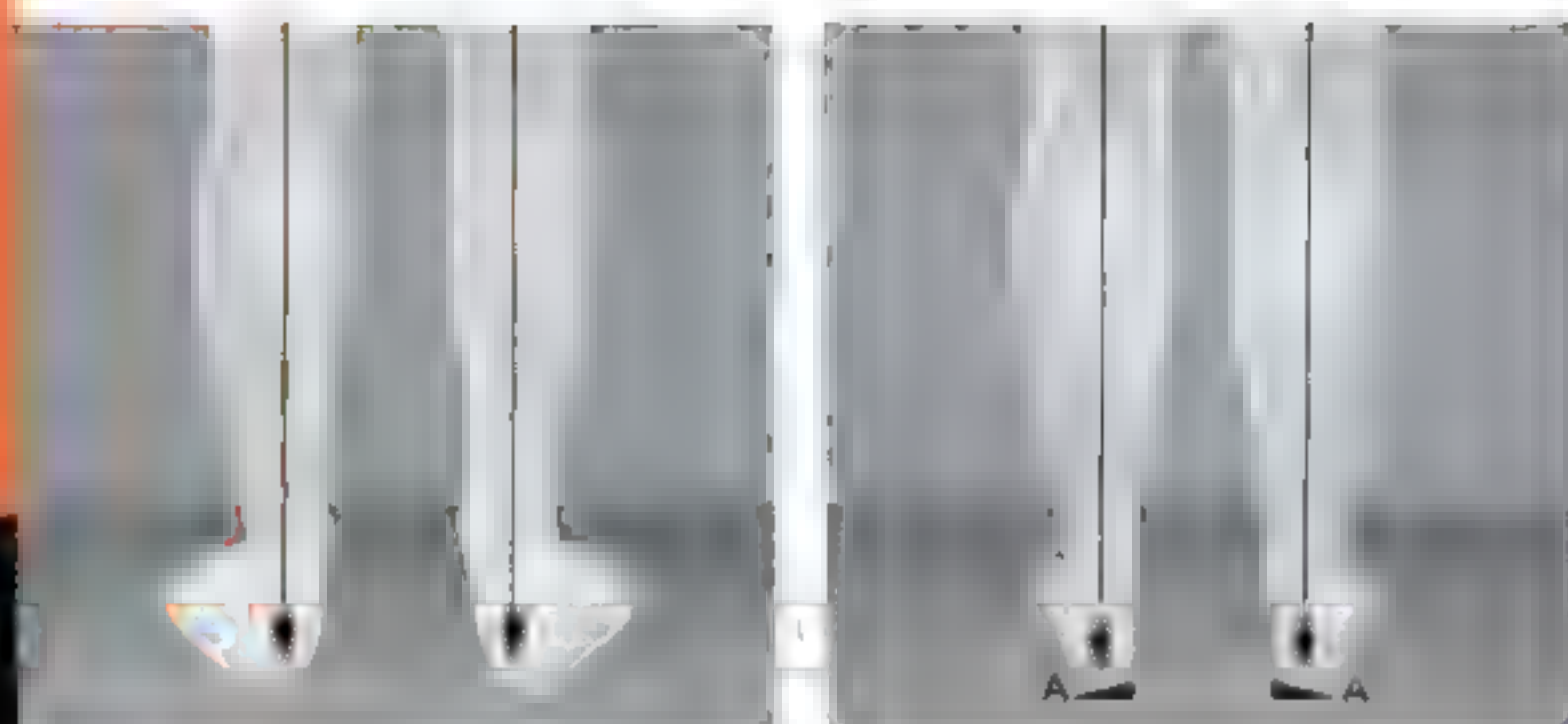
SEE YOUR NEAREST BUICK DEALER



**This year... get
canvas shoes**



X-RAY DIAGRAM ILLUSTRATES THE SCIENTIFIC PRINCIPLE OF "P-F".



WRONG—When the body weight falls incorrectly on the inside of the foot, toes tend to point out as illustrated above. An unnatural strain is placed on the arch of the foot and on the leg muscles. As a result you tire much more easily and are far less comfortable.

RIGHT The "rigid wedge" ("A" above) in "P-F" Canvas Shoes helps keep the weight of the body where it belongs—on the outside of the foot. Helps keep the bones of the normal foot in proper alignment... increases comfort by lessening foot strain... helps you go full speed longer.



Insist on new **PF** **canvas shoes made**



the amazing that help to:

- 1. Lessen foot strain**
- 2. Guard against flat feet**
- 3. Improve posture**
- 4. Increase comfort**



Look for the
initials "P-F"
on the insole



only by **Hood Rubber Company** and **B. F. Goodrich**



BE IL DEGRATE F R THE BUTCHER PARSE S CONVEY I MARKI PE ALL PICA 1788

Philadelphia

The Heritage Whisky

GOOD TASTE THROUGH THE YEARS...

In this hurried world it's a delight to discover some gracious pleasures that linger on. To this day, Philadelphia Whisky has the same distinguished flavor and quality that were enjoyed throughout generations past. Yet this "special occasion" whisky is one you can afford regularly and often.

*From a Series of Historic Paintings Designed for "Philadelphia" The Heritage Whisky - Famous Since 1691

86 H PROOF • 65% GRAIN NEUTRAL SPIRITS • CONTINENTAL DISTILLING CORPORATION • PHILA., PA.





THE DISCOVERY OF EARLIEST HUMANS

Iranian cave yields bones 75,000 years old

For a thousand centuries the limestone cave above the southern Caspian shore has served as a shelter for men. But last month it housed its strangest tenants: a crew of diggers—Iranian laborers and American scientists—who swarmed like excited ants up and down the steep sides of the great hole they had carved in its floor. The diggers had good reason to be excited; for four weeks they had slowly worked their way down through the earth and backward through time until now they stood 10 feet below the cave's dank and dung-littered floor. Under their feet was a layer of hard-packed gravel, laid down during the Upper Ice Age more than 75,000 years ago. And in this gravel, barely protruding above the fresh-dug surface, were the fossilized bones of human beings.

Geologist Louis Dupree was at the bottom of the pit when the bones first came into view. He quickly summoned the expedition chief, Archaeologist Carleton Coon of the University of Pennsylvania. Coon took one look at the human remains and collapsed. But it was not until later, when Dupree had carefully exposed and examined the three skeletons, that the real importance of the find was known. These bones were amazingly different from those of the subhuman Neanderthal and Piltdown men (p. 116) who lived during this same period. Instead here were modern men, true *Homo sapiens* who, if Dupree's geological dating proves correct, shared the earth with primitive creatures once thought to be far below them on the evolutionary tree. The new-found Iranians may emerge as the earliest known direct ancestors of the human race.



ARCHAEOLOGIST COON EXAMINES A HOTU SKULL

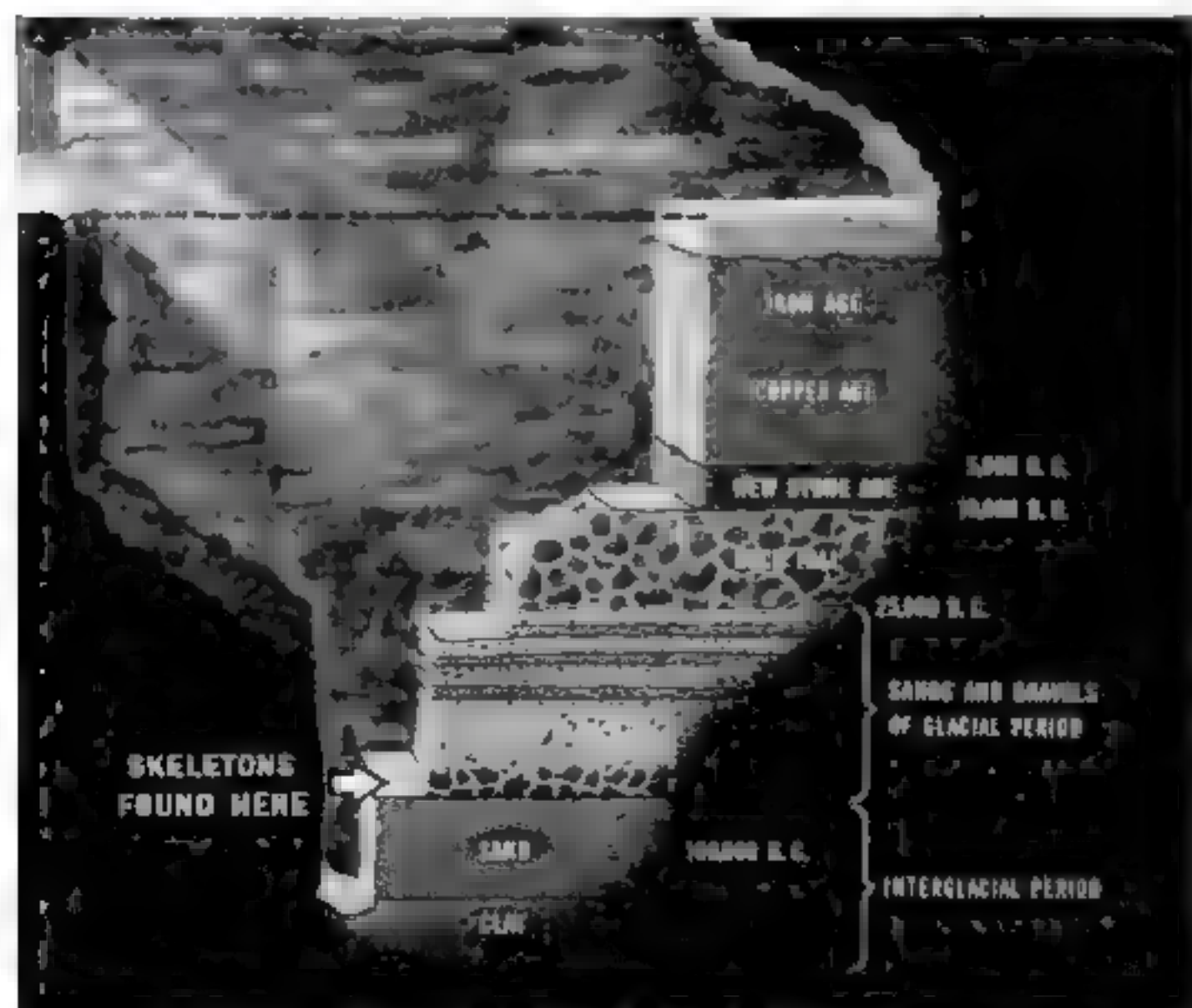
40 FEET EQUALS 75,000 YEARS

The discovery of the early humans came as the unexpected climax of an expedition which had already produced its share of notable finds. Coon and Dupree had come to northern Iran to follow up Coon's previous diggings in this area, which he believed might well be the birthplace of human civilization. This year they had tackled an unexplored cave called Hotu (you shout "Ho!"; it echoes "Tu!"). With a crew of native workmen they dug open the half-blocked entrance, then started down through the floor.

The Hotu cave turned out to be an archaeologist's gold mine. It contained an almost perfect sequence of human cultures from the Old Stone Age to recent times. After shoveling through three feet of bird and bat droppings, the diggers found a thick layer containing crude iron implements of the Iron Age and, farther down, copper tools of the Copper Age. Below this were the pottery and fine stone tools of the New Stone Age. There was also evidence that the people of these early times (6000 B.C.) knew how to raise crops and domesticate animals.

While the digging was going on, Iran was in a wave of turmoil and the danger of its becoming another Russian satellite increased daily. In a letter to his colleagues at home Coon wrote, "You can see what a wonderful site Hotu is. . . . We may never get back here again. Time is against us. I am going to give it the works. . . . You will never see anything like it again, I am confident; nor will I."

Coon gave it the works. Not satisfied with what he had, he dug down farther, through layers of sand and gravel from the last glacial period, down 20 feet and another 65,000 years to where the bones lay buried. It was only then that he knew how wonderful a site the Hotu cave really was.



DOWN THROUGH THE AGES, vertical section of cave shows levels of earth that contain human relics ranging from iron to stone. At bottom of excavation are layers of sand and gravel deposited during last glacial period of the Ice Age.



SEEN FROM ENTRANCE, REAR WALL OF TRENCH SHOWS SEQUENCE OF STRATA.



FIRST SKELETON to be found in the Hotu cave seemed to have been dismembered and bundled up. The skull was found some distance from these bones. The second and third skeletons were crushed, apparently by rocks from the cave roof.



AT BOTTOM OF THE TRENCH DUPREE (LEFT) BRUSHES DIRT FROM SECOND SKELETON WHILE COON (RIGHT) SUPERVISES REMOVAL OF FIRST FROM GRAVEL



PRESERVING BONES as they are sent up from the pit, Mrs. Dupree paints the fragile fragments with gum arabic, which protects them from the air.

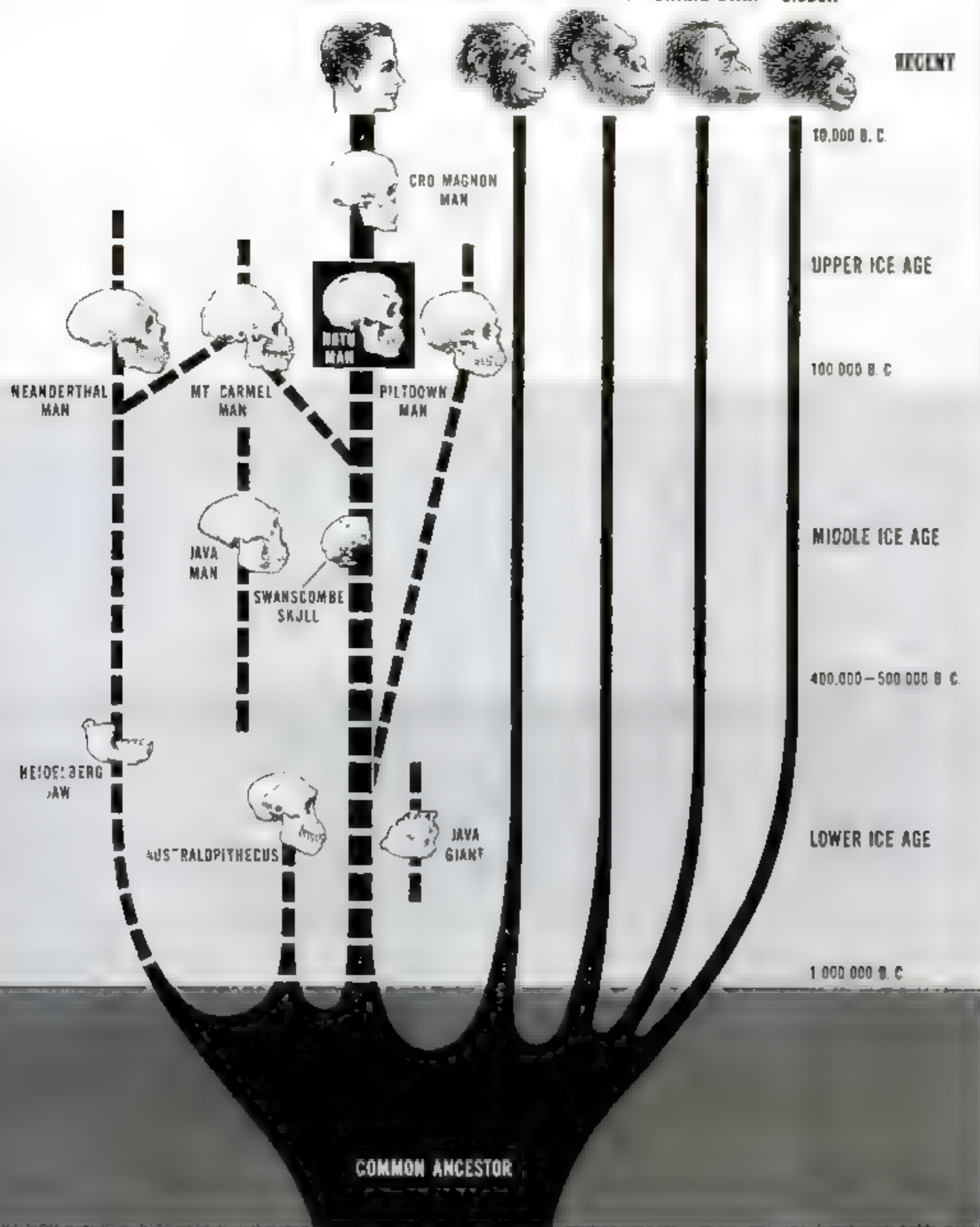


IRANIAN POLICE, escorted by Mrs. Coon survey the diggings. Expedition had steady stream of interested or suspicious visitors from nearby town.



SCREENING DIRT hauled up in buckets from bottom of the trench. Iranian workers watch out for bits of stone or bone that diggers might have missed.

MODERN MAN CHIMPANZEE GORILLA ORANG-UTAN GIBBON



MAN'S FAMILY TREE, drawn on the basis of Coon's new discovery, shows Hotu Man on the main line of human evolution, contemporary with other Upper Ice Age types which vanished from the earth

before recent times. The earlier fossils shown, except for Swanscombe Man, are long extinct, but they, the apes, the later subhuman men and modern man all stem from an unknown common ancestor.

Earliest Humans CONTINUED

HOTU MAN MAY CHANGE IDEAS OF EVOLUTION

Hotu Man's claim to early but direct ancestry of modern humanity is a bold one that will not go unchallenged. Anthropologists are understandably skeptical of new discoveries, particularly when they do not quite jibe with existing theories. They will not be perturbed by this new evidence that modern man did not descend from Neanderthal or Pittdown Man but co-existed with them. Most scientists had already guessed that these were separate species. The controversy will center on two questions: Is Hotu Man really a true human? Is he really more than 75,000 years old?

There have been a few other skeletal finds which suggested the same theory that Hotu Man may prove, i.e., that true moderns lived during the Upper Ice Age before the last glacial advance. Swanscombe Man, a British fossil, seems modern and is far older than Hotu (chart at left), but only his upper skull has been found. He could have been chinless as is the otherwise up-to-date-looking Pittdown Man. Another such find is Fontèchevade Man (not shown), an early Frenchman who lived at the time of Hotu. He looks modern, but there is not enough of him to be sure. Still other finds have been unquestionably human but questionably dated.

Coon and Dupree, however, with their three skeletons, stand ready to meet all challengers. The Hotu skulls, though slightly small-brained, could be duplicated among living peoples. The long bones are as straight as in modern man. As for the dating, Dupree thinks that the geological evidence is almost conclusive; that the layers of sand and gravel covering the bones were deposited during the last glacial advance 75,000 to 100,000 years ago. But there were also animal bones and stone tools with the skeletons which resemble those in definitely dated Upper Ice Age levels in Europe. Coon is as sure as Dupree that Hotu Man lived before the last glacier retreated. "If he didn't," says Coon, "I'll eat every damned bone with ketchup."



SKULL FRAGMENTS, representing parts of three distinct skulls, will give a complete picture of Hotu Man's appearance. But it will take a skilled worker

several months to assemble and reconstruct them. Even now they show a smooth brain case, a well-formed jaw and modern, though somewhat projecting, teeth.

there's zest in the best

Tomato Sauces



the finest tomato sauces are enriched with

dextrose

[FOOD-ENERGY SUGAR]

To develop fine flavor and rich, appealing color, leading producers of quality tomato sauces use dextrose in their formulas. This great sugar blends naturally with tomatoes, points up flavor, protects goodness... and, of course, always adds food-energy value.

Under the brand name of **DEXLOSE**, dextrose sugar is produced by Corn Products Refining Company, originators of the processes by which this great sugar is derived from golden corn.

CORN PRODUCTS REFINING COMPANY

"Keep the Energy of
Sunshine in your diet"

Time for Ideas—

a timely service from the meat industry



Ideas for makin' the most of **Bacon**

Here are two good ways to buy bacon—in the piece or ready-sliced. For fresh-from-the-smoke-house flavor, include bacon in your shopping list each week.



Idea: To minimize shrinkage, start bacon in a cold pan, cook slowly. For crisper bacon, pour off fat as it accumulates, save for use in frying, seasoning, shortening.



Idea: Bacon is the bean's best friend. The good satisfying flavor in this homey combination comes from husky cubes of bacon baked slowly right along with the limas.



Idea: Here are three good ways to snap up a sandwich: (1) bacon, lettuce and tomato, (2) bacon and toasted cheese, (3) bacon 'n' peanut butter.



Idea: A few strips of bacon and hamburgers go company style! Other main-dish ideas—bacon bits in spaghetti sauce and Spanish rice. Strips of bacon topping a casserole.

Nourishing **Meat**

—yardstick of protein foods

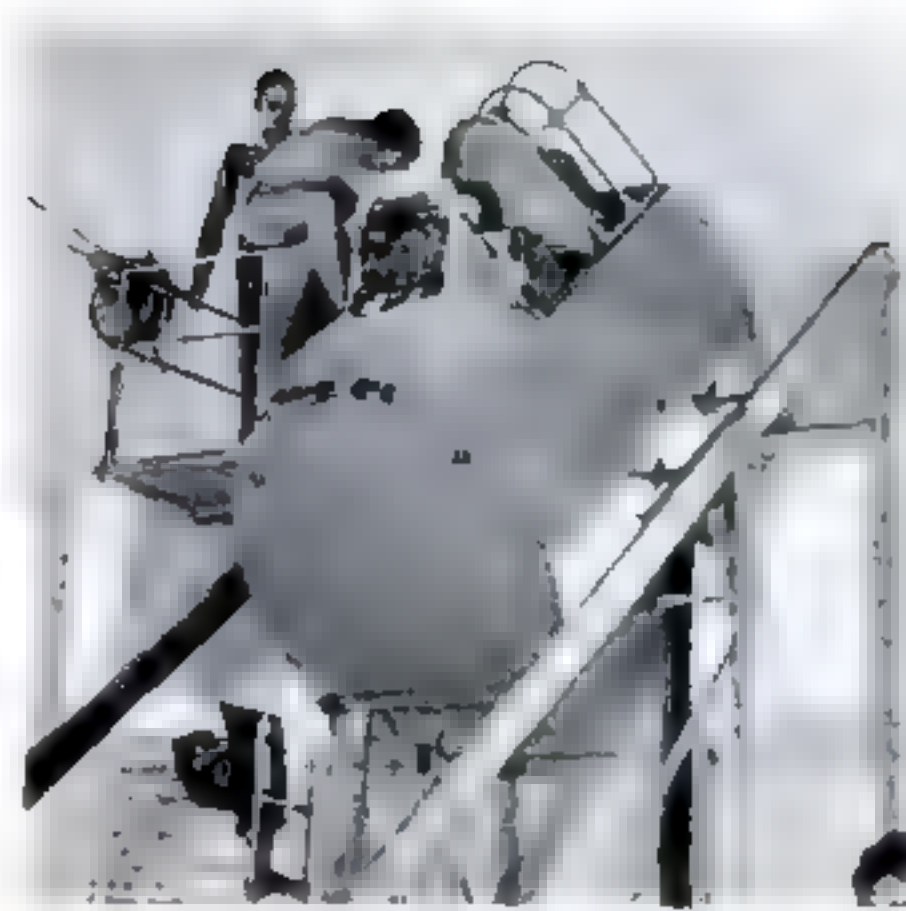


THE NAVY'S "DUNKER"

It teaches student pilots how to survive a crash landing at sea

If a naval pilot is forced to make a crash landing, the chances are that he will have to make it in the sea. Therefore, before a naval air cadet at Pensacola learns to fly, he is given a thoroughly drenching lesson on how to get out of his plane in the water. This is done with the "dunker," an actual plane cockpit rigged on tracks that send him plunging down into an 11-foot-deep swimming pool. Wearing flying equipment, including a parachute, a Mae West

life preserver and a deflated rubber raft, the cadet is strapped in the dunker perched on the slide. As the dunker plows into the water it behaves like a plane under the worst possible crash conditions, turning over and carrying its passenger head down toward the bottom of the pool. From this precarious position the cadet must release the safety belt, struggle out of the cockpit, swim to the surface, blow up his Mae West, inflate his raft and then climb aboard.



BEFORE PLUNGE CADET GETS LAST INSTRUCTIONS

AS PLUNGING DUNKER MAKES MIGHTY SPLASH, CADET GRIPS FRAME OF COCKPIT TO PREVENT HIS HEAD FROM RAMMING FORWARD INTO INSTRUMENT PANEL





Never neglect a scraped knee

The tiniest injury can become infected. Never take a chance. Always use BAND-AID, the only adhesive bandage that gives you Johnson & Johnson quality.

Always look for the name on the box



BAND-AID means MADE BY
Johnson & Johnson



UNDER WATER, cadet is upside down as dunker has just turned over. He pushes himself free as sailor (hands at right) dives down in case of trouble.



GASPING FOR BREATH just after coming to surface, student fumbles to clear himself of his parachute. He will then pull cord to inflate his Mae West.

LET'S EAT!



TUMS

NO FEAR OF ACID INDIGESTION, HEARTBURN, NOW!

Eat with out fear of acid indigestion. Just take one or two Tums. Gas, heartburn, the feeling go fast. Tums neutralize excess acid so the acid set does not get stomach. Tums do not overburden or cause acid rebound. Tums are safe, do not cause or infect the stomach.



✓ TRY ONE OR TWO TUMS AFTER BREAKFAST
SEE IF YOU DON'T FEEL BETTER

TEETHING PAINS

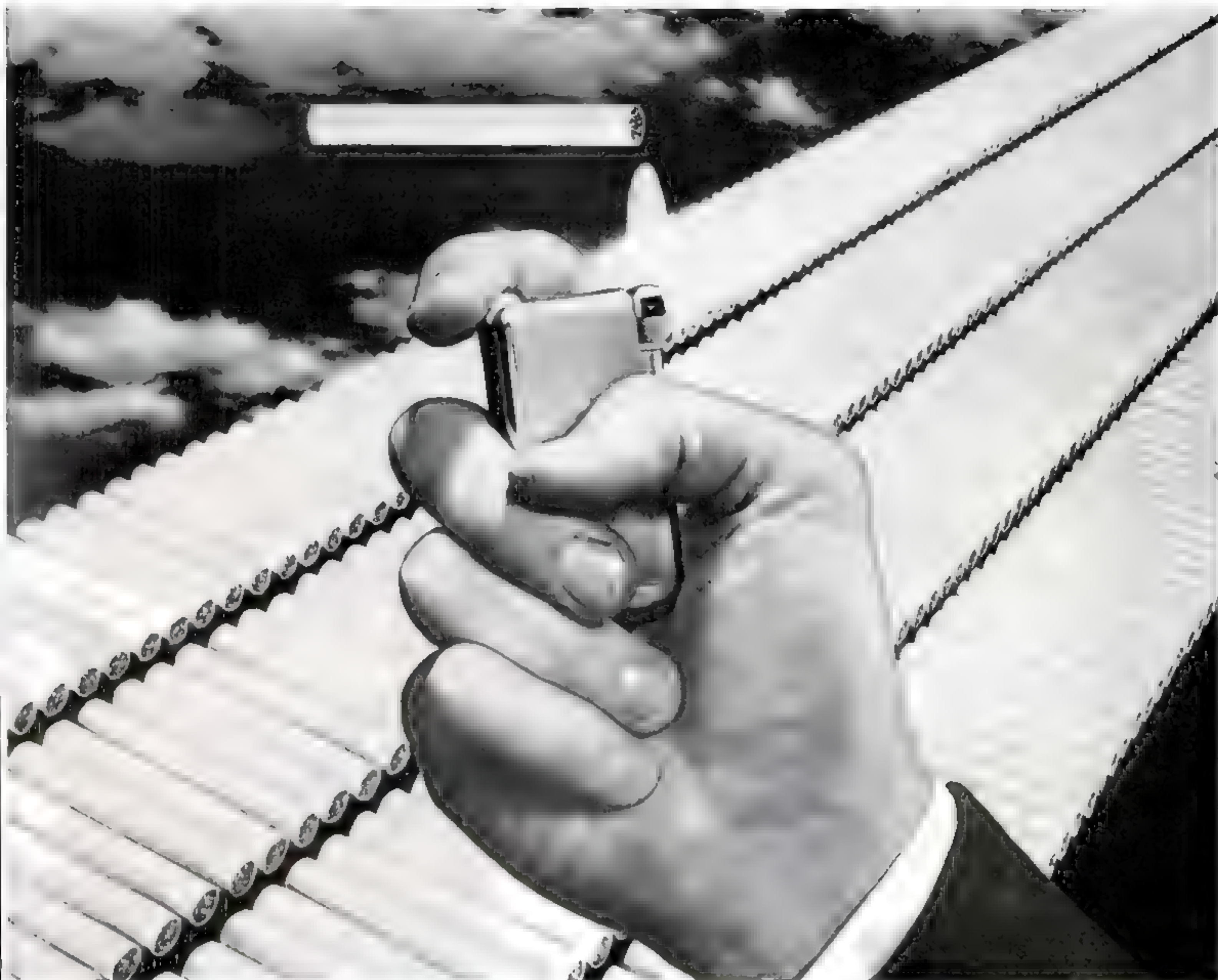


When your baby suffers from teething pains, just rub a few drops of Dr. Hand's Teething Lotion on the sore, tender, little gums and the pain will be relieved promptly.

Dr. Hand's Teething Lotion is the prescription of a famous baby specialist and has been used by mothers for over fifty years. One bottle is usually enough for one baby for the entire teething period. Buy it from your druggist today.

DR. HAND'S TEETHING LOTION
Just rub it on the gums





NEW! THE ONLY POCKET LIGHTER IN THE WORLD THAT GIVES YOU

6 MONTHS OF LIGHTS

WITHOUT REFUELING!*

No fooling with liquid fuels . . . No fiddling with wicks . . . Just a clean, clear, hot flame from cold iso-butane gas!

You've read about it—heard about it—now's your time to own a Parker Flaminaire! It's made by The Parker Pen Company, under the original French patents—the only pocket lighter in the world, regardless of fuel used, that gives you six months of safe, sure lights without refueling (*even if you smoke as much as a pack a day!). The Parker Flaminaire is fueled with clean, odorless, pure iso-butane. More than 300,000 users the world over are delighted with their Flaminaire lighters—and you'll be delighted, too, with its seemingly everlasting lighting ability. See it—at smart dealers everywhere.

*Buy it now—for yourself,
for a gift; it won't need
refueling till next fall!*



IN STUNNING GIFT CASE—\$12.50
(NO F. E. TAX)

PARKER FLAMINAIRE

MADE BY THE PARKER PEN COMPANY, U. S. A.

Precision-made to the same high standards achieved in the Parker "51" Pen—the world's most-wanted pen.

©1951—The Parker Pen Company.



CHILDREN'S

LIFE presents two small plots

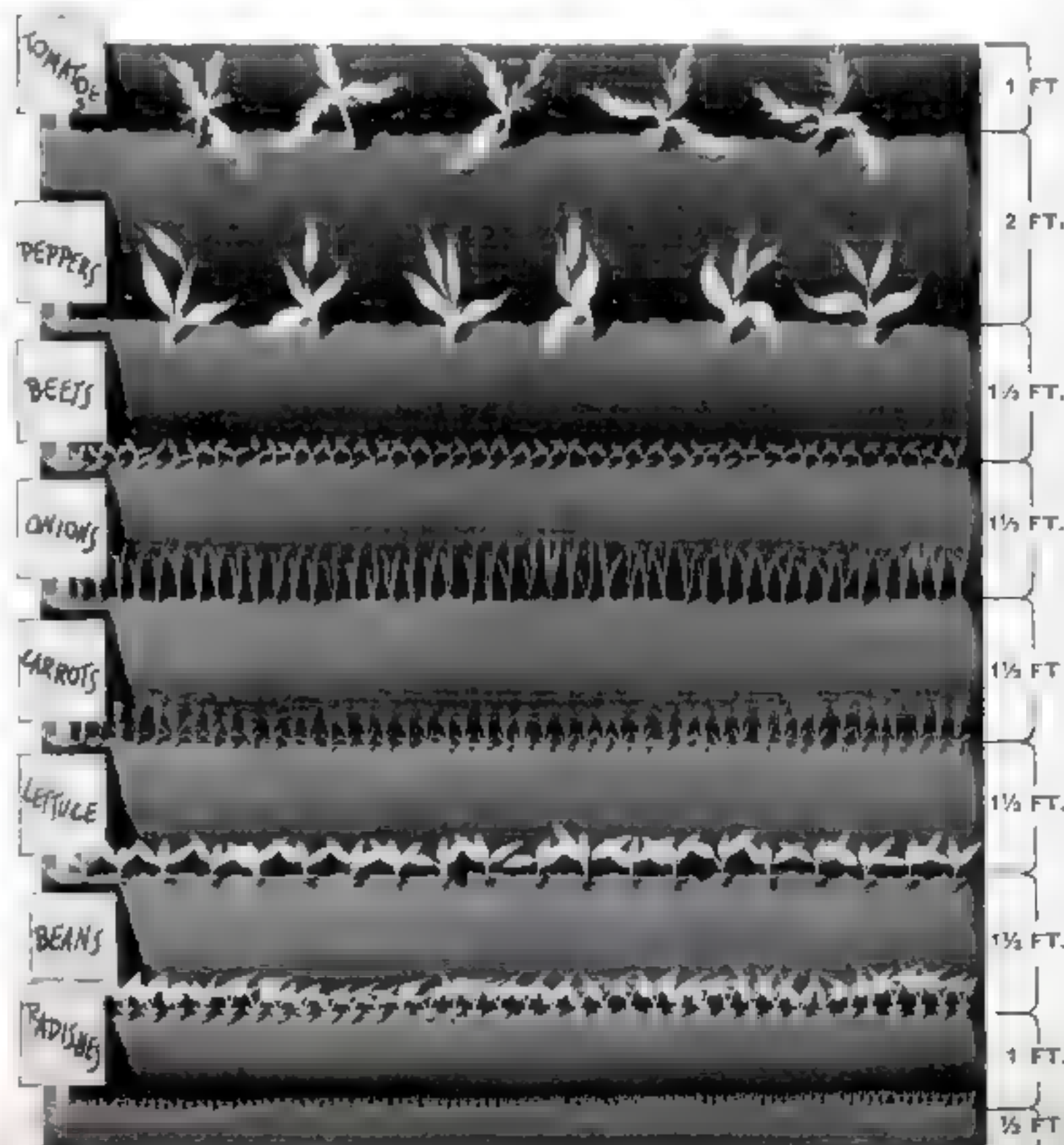
Parents who have been through the experience know that when a child asks to have a garden, trouble lies ahead. First the child gleefully plants everything he can think of, except spinach. Then, 24 hours later, his joy turns to utter tragedy when he finds that full-grown flowers and vegetables are not waving in the breeze. Finally, after he has nearly gone mad with impatience, the flowers and vegetables appear. So do the weeds. The child works at his seemingly mammoth garden for an hour and gives up the whole thing. A great, ugly patch of jungle scars the yard until fall.

To prevent this perennial family disaster, LIFE presents herewith two children's gardens that are virtually foolproof. The size of each plot will provide a satisfactory crop without being too difficult to manage. The 6- to 8-year-old child will do better with the flower garden, and the 9- to 12-year-old child should be able to tackle the vegetable garden. The flowers and vegetables have been selected because they are hardy, blight- and insect-resistant and because they are early starting and long lasting. They can be planted until mid-June, will grow in most parts of the U.S. and, except in especially dry

Small-scale vegetable garden needs a water can, hoe, outdoor towel, row markers, hose or watering tin, soil, planted seeds and plants (a watering can will do), a 5-lb. bag of 5-10-5 fertilizer, sprayer, bottle of slug killer.

PLAN FOR A CHILD'S SMALL VEGETABLE GARDEN

This diagram prepared for LIFE shows how a child can grow a vegetable garden that will provide for the family all summer. Choose a level plot with good drainage and maximum sunlight. Let father spade it first. Then rake it and measure the rows carefully. Distance between rows is shown on the diagram. Then make a furrow (next page) along each row. Directions with seed packets or plants will tell you how deep a furrow to make. After planting, stick a marker with the name of the vegetable at the head of each row. Thin the rows when vegetables are 3 inches high. Vegetables are (top to bottom): Tomatoes—five plants spaced 2 ft. apart. Tie the plant loosely to a stake with a piece of rag (twine or wire will cut stem); do this for every foot of stalk as plant grows. Pick off side shoots to make main stalk stronger. Tomatoes will bear in 75 days. Peppers—six plants 1-3 feet apart. Will bear in 75 days. Beans—plant the seeds, and when the shoots come up thin them down to 50 in the row. Will bear in 60 days. Onion sets (bulbs)—plant 40 in the row. Scallions can be pulled in 30 days to eat full-sized onions, wait 60 days. Carrots—plant the seeds, and when shoots come up thin to 50 plants. Will bear in 70 days. Lettuce—sow seeds thickly, thin shoots to 20 plants. Will bear in 40 days. Stringless green beans—plant seeds, thin shoots to 40 plants. Will bear in 50 days. Radishes—sow thickly, thin shoots to 100 plants. Will bear in 25 days. Caution: If you pull a vegetable out of the ground to make sure roots really are growing, chances are against its growing when you stuff it back in ground.



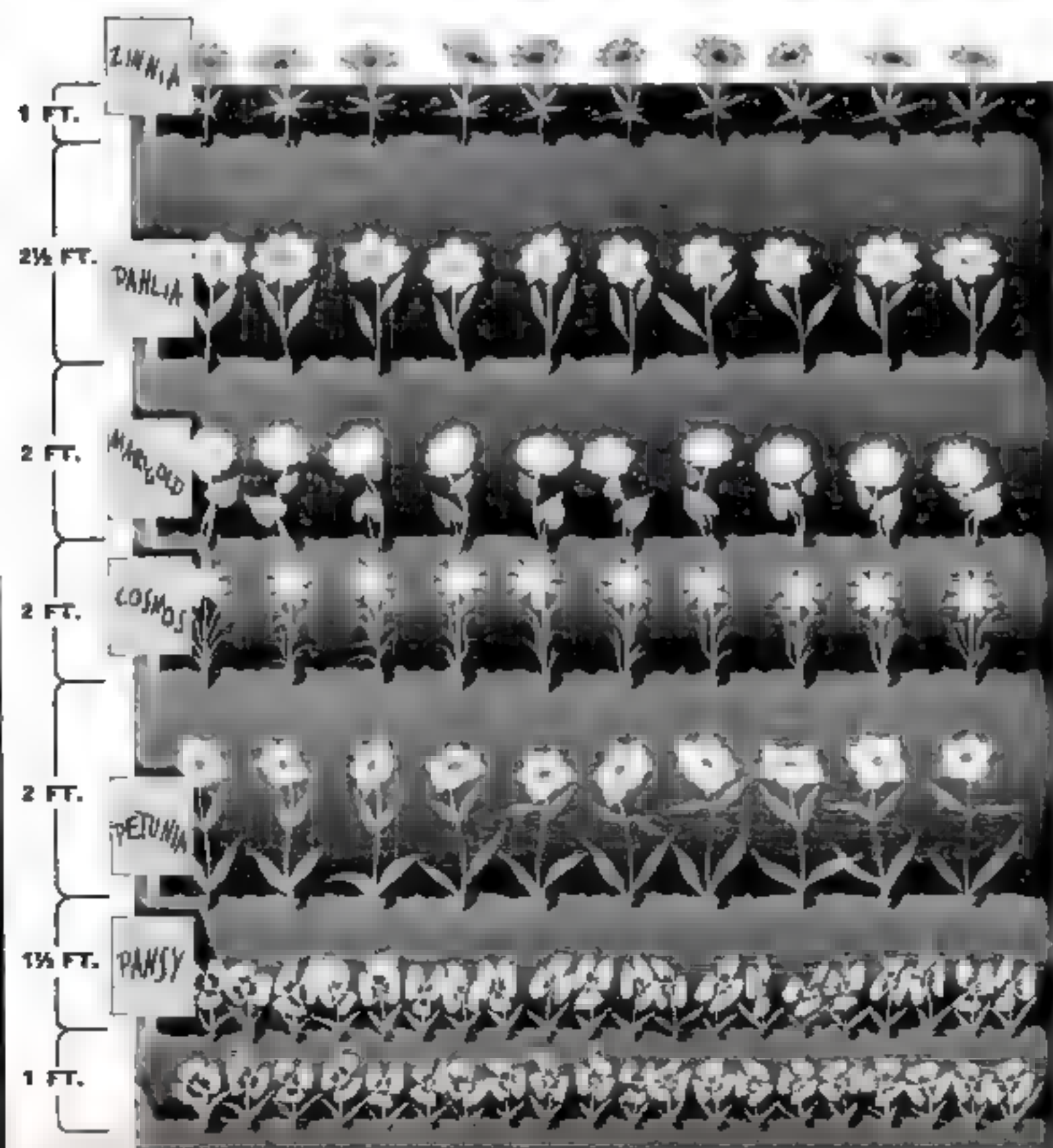
GARDENS

that are practically foolproof

areas or in case of long drought, require little watering. The flowers will probably need no spraying; the beans may need spraying for the Mexican bean beetle, and the tomatoes should be watched for the green tomato worm, which should be picked off. No fertilizer is necessary for the flowers (a little won't hurt, though), and only a 5-lb. bag of fertilizer is needed for the vegetables. Both gardens include small plants as well as seeds, so the young gardener can watch things grow right from the start. And the recommended seeds are the new pelletized ones, which come in a growth-promoting, insect-repelling coating and are easier for children to handle because they are bigger. Some pelletized flower seeds are coated in colors to match the coming flower, so a young gardener can arrange and rearrange his color scheme even before he puts the seeds in the ground.

Any seed or general store will provide the seeds and plants, the necessary planting advice and the proper equipment for the young flower gardener (right) or farmer (left). Specific directions for each garden are provided with the diagrams below. For directions on how to prepare the ground and plant the seeds, turn the page.

Small-scale flower gardener needs a rake —it is one is small, for a child—a hoe, a small cultivator, a trowel, a seed planter, row markers and a watering can to water freshly planted seeds and plants. The basket is used for collecting the flowers.

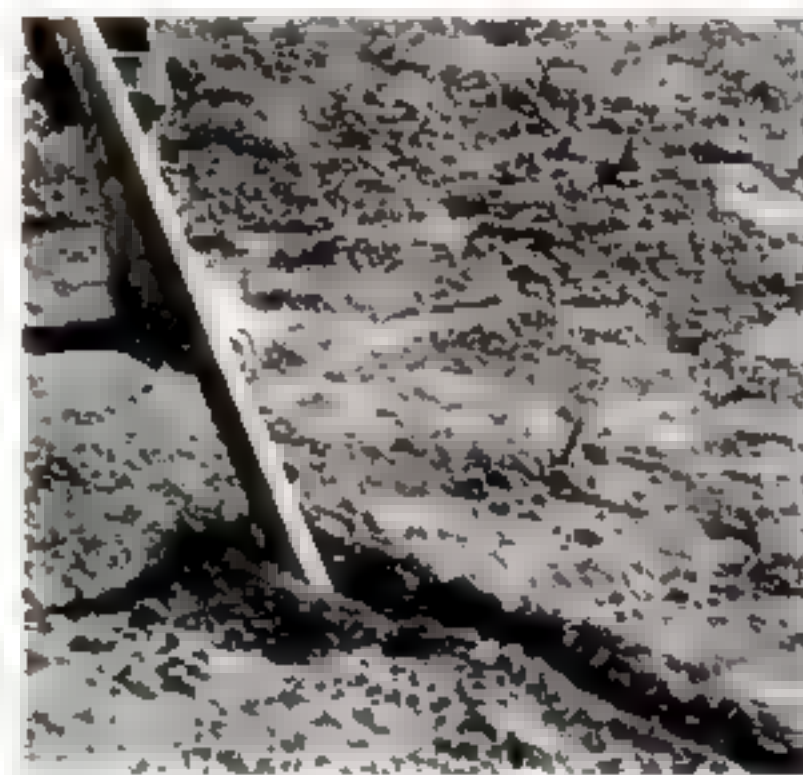


PLAN FOR A CHILD'S SMALL FLOWER GARDEN

This diagram shows a flower garden (10'x12') that will provide for nearly every room in the house all summer. As with vegetable garden, ground should be spaded first by an adult. Rake the plot and measure the rows according to the diagram. Then make a furrow and plant the seeds to depth indicated on the seed packet. Mark each row with name of the flower. As with vegetables, thin the flower shoots when they are 3 inches high. Flowers are (top to bottom): Large zinnias—sow the seeds liberally and thin the shoots to 10 plants. If plant is very large variety, tie it loosely to a stake with a piece of rag when 1 foot high. Zinnias flower in 60 days, continue until autumn frost. Dwarf bedding dahlias—plant 10 bulbs in the row. They flower in 60 days. Stake as with zinnias. Dig up the bulbs in the fall because they can be wrapped in peat moss (available at any seed store) and kept in cellar to be planted again next spring. Marigolds—sow seeds, then thin shoots to 10 plants. They flower in 45 days, may also need staking in windy areas. Dwarf cosmos—sow the seeds, then thin the shoots to 10 plants. They flower in 45 days. Bedding petunias—sow the seeds, then thin the shoots to 10 plants and give the rest to mother to transplant in her garden. Petunias flower in 45 days. Pansies—put in two rows of plants. Do not thin. They are in bloom when planted, and the more the flowers are picked, the faster others will grow. Most flower seed packets, like the vegetable seed packets, contain enough seed for a 25-foot row. The leftovers, if carefully stored in an air-tight Mason jar, can be used the following spring.



FIRST STEP (above) for a vegetable or flower garden after spading is to smooth plot by raking away debris. Then spread and rake in fertilizer.



SECOND, MAKE ROW for seeds (left) by drawing rake handle across the plot. Guide string tied across the plot will help keep the row straight.



VEGETABLE AND FLOWER GARDENS (above) were planted side by side according to diagrams on preceding page. Important garden chores are

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THIRD, SOW SEEDS, with seed planter (right) if possible. This distributes them evenly. If sowing by hand, try not to dump seeds in clumps.



LAST, TAMP THE SOIL (below) over the newly covered rows. When inspecting garden's progress, be careful to walk between rows of seeds.



weeding and scratching ground between rows. This keeps weeds from stealing nourishment from ground, also lets moisture get into soil to help plants grow.



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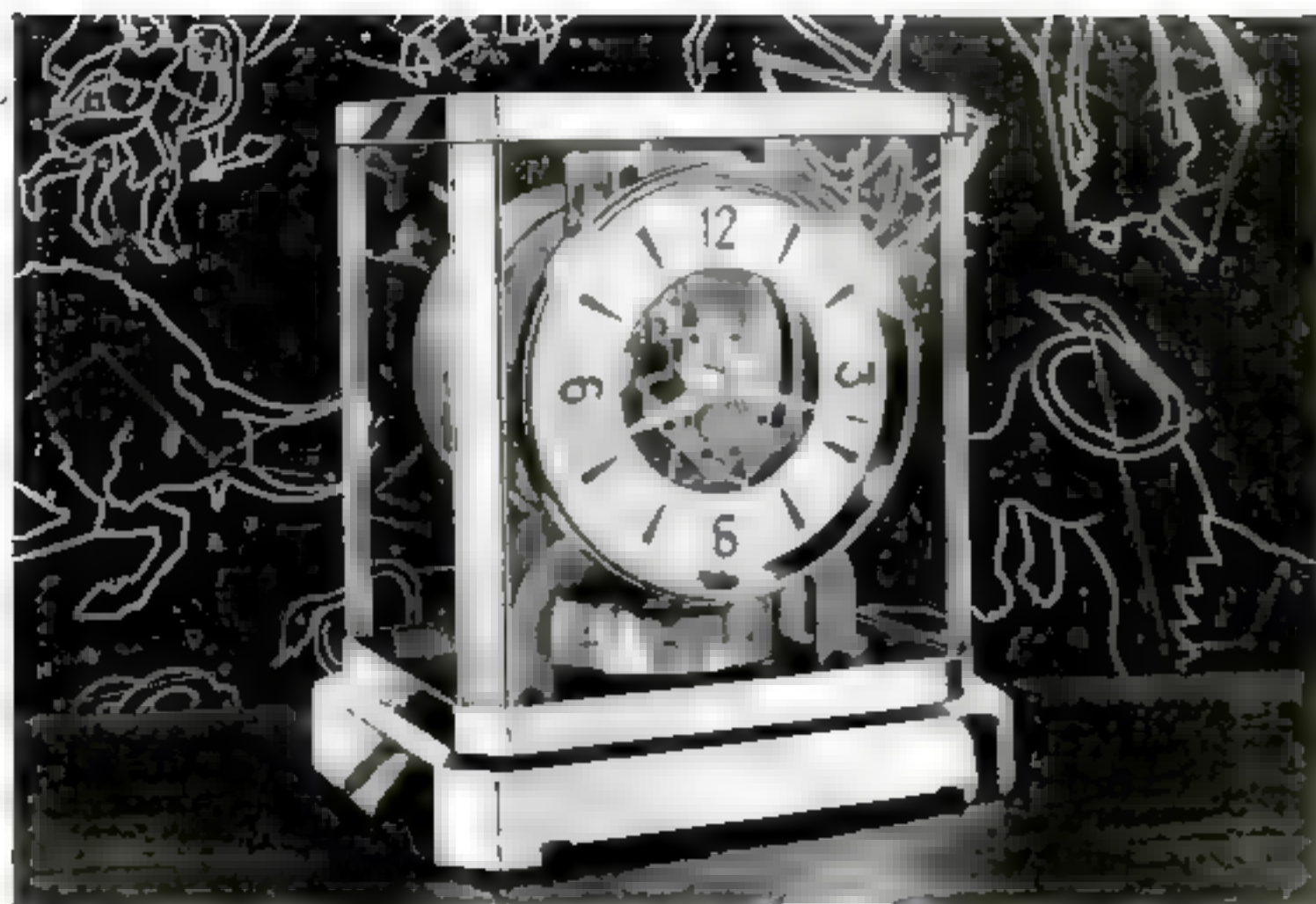
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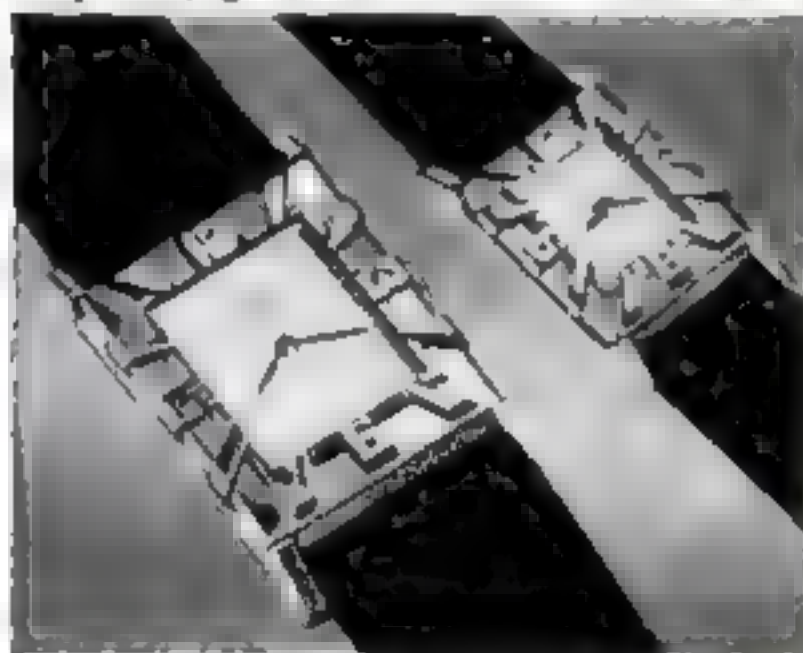
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SCIENCE FICTION MAKES A MOVIE AS SPACE SHIP SPOTLIGHT PICKS OUT HUMANS IN UNITED ARTISTS' "THE MAN FROM PLANET X"

Through the Interstellar Looking Glass

The fastest-growing folklore of the machine age is science fiction, which reflects a world crowded with slans, deros, bems, androids and sometimes even people

by WINTHROP SARGEANT

A LITTLE more than a week ago two North American fen and one fanne left for London as delegates to a big gathering formally billed as the Science Fiction Festival Convention but more intimately described as a fanference. They were participants in Europe's first important bout with an infection that had been spreading in this country like an epidemic ever since the atom bomb fell on Hiroshima.

The Americans probably found this convention, which history may refer to as the Loncon, a more decorous affair than the Torcon, the Cinvention, the Philcon or the Chi-

con, where fen sometimes appeared dressed as androids, slans, robots or Buck Rogers. The U.S. delegates could take comfort in the fact that the English do publish a great many prozines though fanzines are infrequent on the other side of the Atlantic, and cardzines practically unknown.

Sad to relate, however, some of the European delegates were probably insurgents rather than true fen. Probably none of them had ever been in a slanshack, and there were only a few completists among them. But the Europeans could be counted on to take the long view, and many of them would probably

turn out to be real fen and fenne after all.

To the 20,000 or so Americans who constitute the advance guard of the science fiction-reading public, the preceding paragraphs are clear English and pregnant with importance. These 20,000 are the "fen" (plural of "fan" derived by analogy from the plural of "man"; female fans, however, are not "wofen" but "fenne"). They are apt to be found in any urban center from Maine to California. Their lives revolve about STF (pronounced "stef" and derived from the longer fenese word, ScienTiFiction). "Insurgents" are the casual readers of STF: they lack the dedication of

PICTURES ON NEXT TWO PAGES. [TEXT CONTINUED ON PAGE 130](#)



MESMERIC CREATURE in *Man from Planet X* hypnotizes earthling who is eventually rescued by Scotland Yard. This is same film shown on previous page.



VEGETABLE BABIES, in RKO's *The Thing*, are examined by scientists. They sprouted from seeds scraped from hand of vegetable visitor from "another world."

The Fad Is Made for Hollywood

MOVIES SEIZE ON IT TO PACK OUTER SPACE WITH SOME WEIRD TOURISTS

No fad can sweep the country without arousing a lively interest in Hollywood. So it is no wonder that, with science-fiction sales zooming, the bright eyes of the movie moguls should have started to sweep east of the sun and west of the moon. On these pages are some examples of what

they have seen out there. Most ambitious of the science-fiction movies is Paramount's *When Worlds Collide*, which shows the destruction of our planet and the colonization of a new one. A more popular theme is the invasion of the earth by creatures from other worlds. Mostly they

are repulsive (above). But 20th Century-Fox, in *The Day The Earth Stood Still*, provides a contrast: one creature is man-shaped and has an English accent, and he spends much of his time making uplifting sermons about extending the United Nations on an interstellar level.



ROCKET SHIP is built in *When Worlds Collide* to evacuate group of pioneers from the earth when it is threatened with destruction by collision with another

body in space. Made by George Pal, who also produced *Destination Moon* (LIFE, April 24, 1950), this film will be marked by considerable pseudoscientific detail.



TALENTED ROBOT named Gort, native of an astral body 250 million miles from the earth, is a key figure in *The Day the Earth Stood Still*. In this scene

Gort—having just disintegrated two American soldiers with a flash of his one eye, is carrying a human female captive into space ship just outside Washington, D.C.

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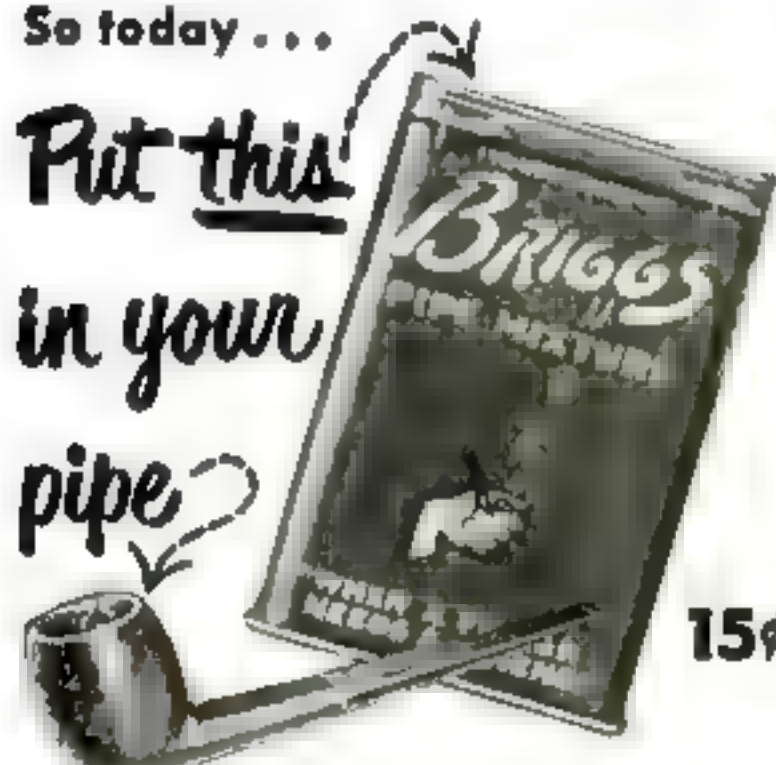
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SCIENCE FICTION

CONTINUED FROM PAGE 127

true fen. Some fen have built themselves clubhouses or "slanshacks" ("slan": a superhuman biological mutation). From time to time they gather in great numbers at "fanferences" (fan conferences) like the one in London and usually refer to them by the abbreviated and elided name of the city they take place in (the Torcon took place in Toronto, the Cinvention at Cincinnati, etc.). At these fanferences they meet their favorite authors and auction off manuscripts of stories from "prozines" (professionally published STF magazines) as well as original paintings for prozine covers.

Between fanferences they communicate by means of "fanzines," or fan magazines, which are usually small mimeographed publications devoted to amateur STF, criticism and gossip. Fen not quite up to publishing fanzines often content themselves with getting out typed postal card publications, which are known as "cardzines."



LUCIAN, Greek writer of Second Century A.D., was founder of science-fiction literature.

All true fen are, of course, omnivorous collectors of STF, and a "completist" is one who tries to collect every piece of STF ever published. The "long view" is the attitude of mind common to the fen. When one takes it, one's horizon is bounded by infinity, and the cares of the mere present, whether individual or international, sink into insignificance. The fen are not worried about taxes, inflation or the possibility of a third world war. Their battles are fought in dark intergalactic spaces where the earth is merely a pinpoint in the distance.

The fen may be regarded as a loose freemasonry or a manifestation similar to the jitterbugs of the hot jazz era. They are the fervid and crusading fringe of a large portion of the American public (estimated at two million) which reads science fiction. The omnivorous appetite of this public for its chosen form of literature has made it, at the moment, one of the most spectacularly booming departments of the publishing business.

Fiction with a scientific basis—real, quasi or downright pseudo—is by no means confined to the pulps which produce STF in quantity. One of the most highly praised and popular novels of the last few years (George Orwell's *Nineteen Eighty-Four*) was a fantasy laid in a technologically bedeviled future. This year two dozen anthologies and full-length books of high-brow scientific fantasy have already appeared. Slick paper magazines have lately been printing science-fiction stories. In the durable low-brow field of U.S. pulp fiction, rocket travel, interplanetary war and the heroic rescue of beautiful and scantily clad women from hordes of evil, space-defying humanoids are crowding the western and detective magazines on the newsstands. Hollywood, which took a scientific flyer last year with *Destination Moon*, is now marching into the field in force (pp. 128, 129).

The product of all this creative activity ranges from the philosophically pregnant to the incredibly moronic. In its upper reaches it deals with profound problems in the tradition of great satirists like Jonathan Swift (*Gulliver's Travels*) and Samuel Butler (*Erewhon*). At the other end of the spectrum it approximates comic book profundity.

To the moon by magnet

SCIENCE fiction is of course a venerable art. Nearly everybody over 30 remembers the earnest technological novels of H. G. Wells and the rollicking, but now hopelessly dated, scientific romances of Jules Verne (*Twenty Thousand Leagues Under the Sea*, *A Trip to the Moon*, etc.). The father of science fiction, most authorities agree, was the Greek writer Lucian, whose *True History* (written about 150 A.D.) recounts a trip to the moon and provides an elaborate discussion of the mores of its inhabitants. Similar accounts of lunar travel were written by the great astronomer Johann Kepler (1571-1630) and by Cyrano de Bergerac (1619-55) who, besides



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CONTINUED ON PAGE 122

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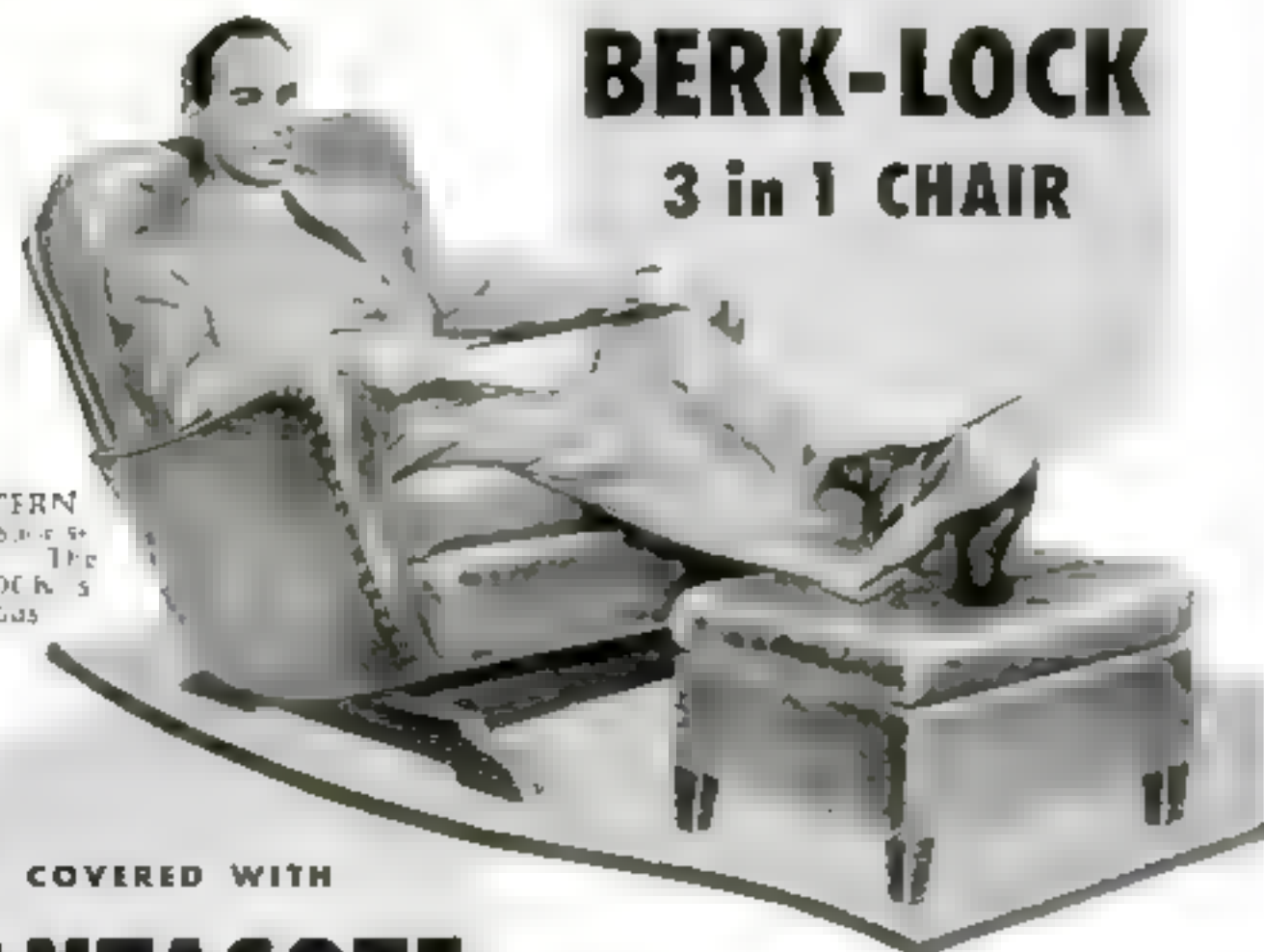


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SCIENCE-FICTION BANQUET in New York last year was attended by more than 100 writers, publishers, agents and readers. The professional diners

SCIENCE FICTION CONTINUED

being a character in a play by Edmond Rostand, was a flesh and blood man and a prolific writer of science fiction complete with very ingenious inventions. Science-fiction fans point out with pride that Cyrano reported reaching the moon by means of a device that involved the principle of today's ram jet. (On the way Cyrano met the prophet Elijah, who was accomplishing the voyage by a somewhat more dubious mechanism. Elijah sat in a cast iron chair, hurled a boulder of magnetic iron into the air, waited for the magnetic iron to attract the chair upward and then repeated the process.)

The world depicted in today's science-fiction magazines includes a vast variety of phenomena vaguely related to every known science and pseudo science from atomic physics to dianetics. Their stories tell of superhuman scientists from Mars, complicated vehicles for space travel, "interdimensional" voyages to remote eras in time, interplanetary war, robot societies, cataclysms caused by planets colliding, degenerate mutations of the human race, solar and other untapped varieties of energy, mysterious changes in personality by hypnotism or brain or glandular surgery.

There are at present about 25 magazines devoted to science fiction. The aristocrats of the group are *Astounding Science Fiction*, *Galaxy Science Fiction* and *Fantasy & Science Fiction*. A step lower in intellectual rank are *Amazing Stories*, *Thrilling Wonder Stories* and *Planet Stories*. From here on down one descends to the type of cosmic romance known to the trade as "space opera," which differs from the old-fashioned western merely in the fact that its heroes ride rockets instead of palominos and carry paraguns (shooting paralysis-dealing rays) instead of six-shooters.

Since it tries to keep ahead of science, which regularly becomes dated, science fiction inevitably suffers from a high rate of obsolescence. The immortal masterpieces of the genre, as literature, are almost invariably those works (like *Gulliver's Travels*, *Frankenstein*, *Travels and Surprising Adventures of Baron Munchausen*) in which the satire, humor, humanity or philosophical message outweighs the science and invention. But the modern science-fiction fan tends to be a little suspicious of any contemporary STF writer who, like Ray Bradbury, gives moral ideas and human problems precedence over invention and discovery.

To the true fan an incorrectly split atom is a far graver fault than a clumsily developed plot or an unconvincing character. Human relationships tend to bore him, but he will enter into long



belong to the Hydra Club of New York. The amateurs are members of Eastern Science Fiction Association, abbreviated in science fiction fashion to Esfa.

discussions on the relative merits of explosive propulsion versus gravity-defying metals for interstellar travel. He will not tolerate any meddling with known scientific fact. His favorite writers must describe things like planetary vegetation, conditions of Venusian meteorology and the structure of rockets without contradicting what is scientifically known about them—though he will welcome purest fantasy on what is *unknown*. He lays great stress on the prophetic accuracy of imaginary inventions and is fond of pointing out that science-fiction writers of the past have anticipated, in addition to Cyrano's ram jet, such things as the periscope (Jules Verne), the tank (H. G. Wells) and the firing mechanism of the atomic bomb (Cleve Cartmill).

Present-day science fiction, except on its lowest levels, is as innocent of sex as a betatron; boy sometimes meets girl, but when he does it is only to say hello before catching the next time machine to the Paleozoic era. Most of it is completely lacking in humor. What the STF fan looks for and admires is something known as "extrapolation."

Outside of science fiction, to extrapolate means to plot or imagine a situation or relationship that does not as yet exist on the basis of one that does exist. It is what an insurance expert does when he calculates probabilities, or what an industrial executive does when he calculates the graph of a future business upswing on the basis of a present trend. A very simple and much-used example goes as follows: In the 1920s radios were cumbersome affairs with large tubes and other space-consuming paraphernalia. Today we have compact bedside sets as small as a shoebox. Therefore it would be reasonable to suppose that in the future radio sets could become small enough to be set in a ring and worn on a finger.

How to extrapolate

IN science fiction extrapolation is pursued with a nonchalance that would scandalize an old-fashioned crystal-gazer. Any known fact, gadget or hypothesis may be extrapolated into fantasy. From present-day phonetics, for example, one may extrapolate a universal language communicated by means of whistling. From the present calculating machine, one may extrapolate a world in which all thinking is done by machinery. From the present, rather rudimentary atom bomb, one may extrapolate explosive mechanisms capable of demolishing whole galaxies in one sizzling flash.

The science-fiction writer may extrapolate to his heart's content,

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HEADACHE? NEURITIS? NEURALGIA?



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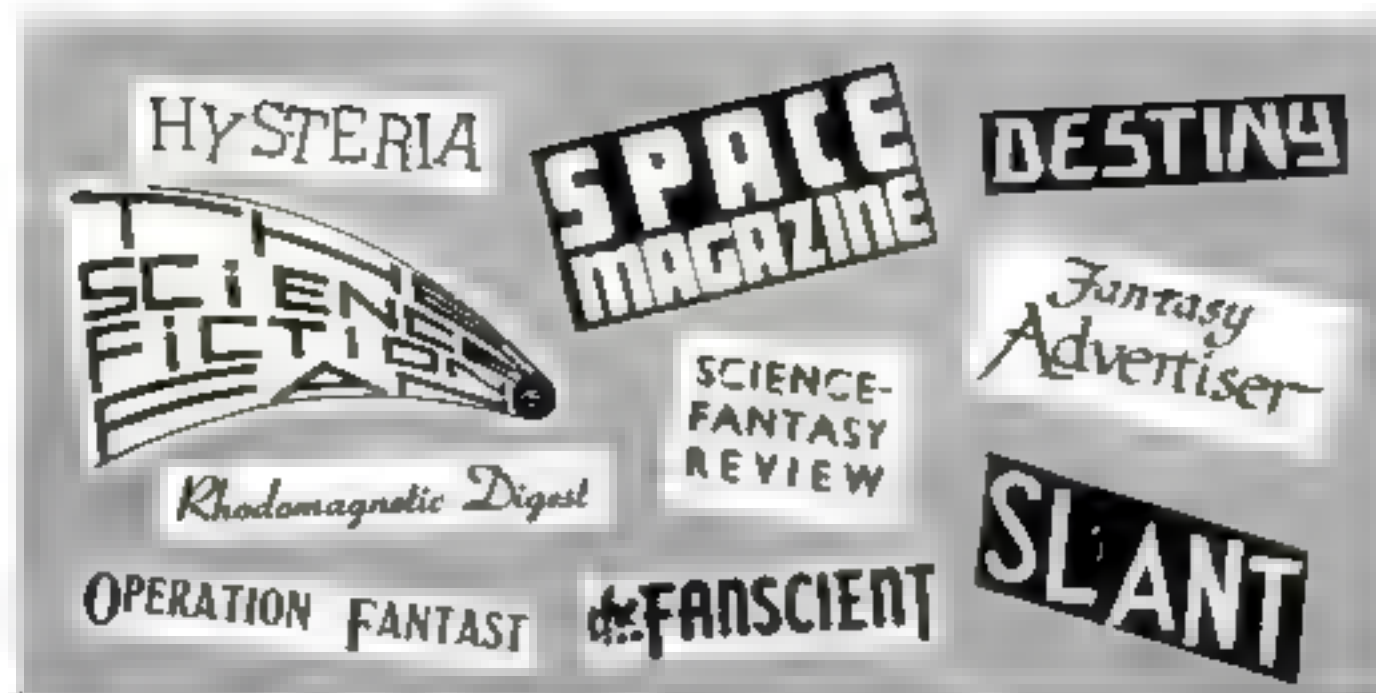
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VITALIS Hair CREAM...lighter-bodied
than ordinary cream oils! No heavy film,
no sticky comb, no messy hands!



"FANZINES," science fiction fan magazines, run to imaginative titles as illustrated by this selection. About 250 fanzines are published in the U.S.

SCIENCE FICTION CONTINUED

providing only that his results are acceptable to the fen. These elite among science-fiction readers are the most articulate and influential critics any literary field has ever known. They flood editors with long letters commenting in detail on the total contents of their magazines, going through each issue contribution by contribution. Certain eminent fen (like Forrest Ackerman of Los Angeles and Sam Moskowitz of Newark) make a virtual career of fan-ship. As guardians of the best STF traditions, they often wage bitter conflicts in the fanzines against the editors of the prozines. They are the sworn enemies of editors who cross the line dividing science fiction from science proper and present fantasy as fact, and they are especially infuriated by "bems" (a term derived from the initials of "bug-eyed monster").

Bems belong to the semiliterate underworld of science fiction where comic strip characters like Buck Rogers and Superman rub elbows with those of the low-brow space opera pulps. They are the dragon- or octopuslike creatures who kidnap luscious maidens clad in scanty space suits. They and the maidens often adorn the covers of prozines, and the fen are willing to tolerate them as subjects for cover pictures. But as ingredients of STF they are frowned upon as corny, unscientific and childish, and no self-respecting editor of a high-class prozine would permit them inside the covers of his magazine. It was, in fact, the exploitation of a special type of bem that led, several years ago, to the most celebrated rumpus that rocked the world of science fiction—the Shaver hoax.

The Shaver business mainly concerned a race of malformed, subhuman creatures called "deros" (from "detrimental robots") who inhabited a vast system of underground cities all over the world. The original name of their habitat was Lemuria, and they had once been slaves of a Lemurian master race. But this master race had long since disappeared from the earth, leaving the ignorant and malicious deros in control of the great cities and wonderful machines it had built. Since then the deros had occupied themselves mainly in persecuting the human race who lived on the crust of the earth above them.

The deros of Lemuria

THE deros were responsible for all the evil in the world. All catastrophes, from shipwrecks to sprained ankles, were directly attributable to their influence. They often appeared on the surface of the earth and were sufficiently human in appearance to pass unnoticed in a crowd. But they performed most of their harassments by telepathy, rays and other remote-control devices from their subterranean homes. Their underground cities communicated with the surface through various caves which were extremely dangerous for human beings to enter.

The deros first came to light in a story called "I Remember Lemuria," published in 1945 in *Amazing Stories*. The story was purportedly the work of a Pennsylvania welder named Richard Shaver who, it was alleged, had a "racial memory" capable of recalling events that had happened to mankind since the beginning of time. The "racial memory" idea, it turned out later, was an editorial device thought up by Raymond Palmer, editor of *Amazing Stories*, to lend verisimilitude to Shaver's account of Lemuria.

The device proved unnecessary. Practically everybody seemed to remember Lemuria. The deros were apparently as familiar to *Amazing Stories* readers as they were to Shaver. Letters to the editor poured in at 10 times their usual volume. The letters stated that Lemuria still existed, that the ground beneath dozens of American

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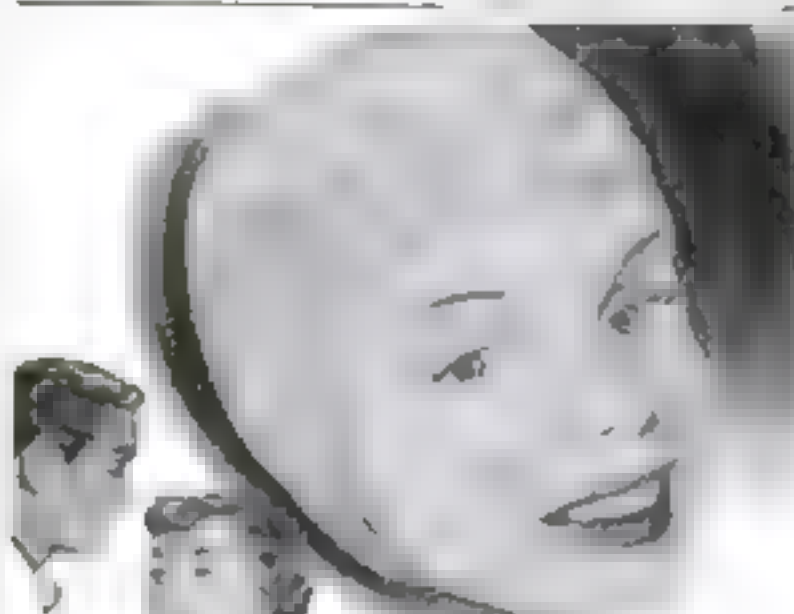
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Send me free MILK-BONE DOG BISCUIT. Also
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Catch his eye with smart design.
Be lovely later because the ex-
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Corn Gone what Relief!
Dissolve even
toughest corns quickly,
painlessly—without danger
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IT'S A WORLD FAVORITE

"Frosty relief"

when you're hot, bothered and "under pressure"

You can't be neutral about summer. Either it's hot and you hate it—or it's hot and you love it. Ever notice how a glass of Iced Tea can make the difference?

This is a strange thing. There are many cooling summer drinks. Yet only Iced Tea seems to relax you as it refreshes you. This summer, drink plenty of tea, hot or iced, and see if it doesn't help relieve the pressure of your day and make you feel better.

And doesn't its clean, cool taste make foods taste better?

Soothes the budget, too. Tea costs less—much less—than any other beverage you can serve.



Did you know that tea, hot or iced, can go a long way toward helping people who are **"under pressure"**



To make 4 tall, tinkling glasses of Iced Tea like this, pour 4 cups of boiling water over 6 teaspoons of tea or 6 tea bags. Let stand for 3 minutes. Stir, strain and pour into ice-filled glasses. Add sugar and lemon to taste. Wonderful!

iced **tea**

IT'S FUN TO EAT OUT. When the waiter asks "What will you have to drink?" say "Iced Tea." Restaurants and hotels today pride themselves on the way they make iced tea



If your house looks shabby too soon...next time insist on
SWP HOUSE PAINT...IT'S WEATHERED*



1001 DECORATING IDEAS... See the NEW Sherwin-Williams Paint and Color **STYLE GUIDE**. Ask your Sherwin-Williams Dealer to show you... or lend you... the big new Style Guide. Scores of large color photographs of beautiful rooms! Hundreds of authentic color styling suggestions!

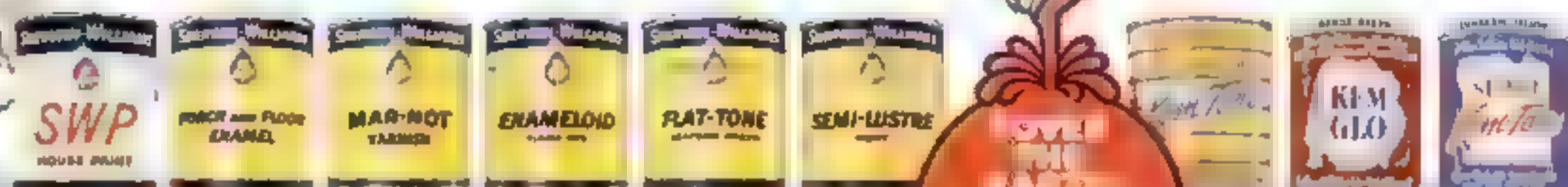
Take a good look at your house. Are you proud of it? Does it look the way you like to have people see it? If it looks dirty or shabby, painting will transform it! And to keep that new look as long as possible insist on SWP, the house paint that is Weathered* for protection and beauty that lasts.

*The Weathered process means that SWP has passed rigorous tests for its ability to resist chalking, checking and cracking, fading and dirt collection—the destructive factors

that make early repainting necessary.

Enough SWP Weathered House Paint for the average small home costs less than \$45. See your friendly Sherwin-Williams Dealer nearby. (Refer to your classified telephone directory under "Paint".) He'll be glad to recommend a painting contractor, if you wish.

The best is always the least expensive in the long run. To get the most for your paint dollar, look for the famous "Cover the Earth" sign.



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DIM
that
"FACE SHINE"
with
MENNEN
Talcum FOR MEN!



- ★ Use Mennen Talcum after every shave and later in day to hide whiskers!
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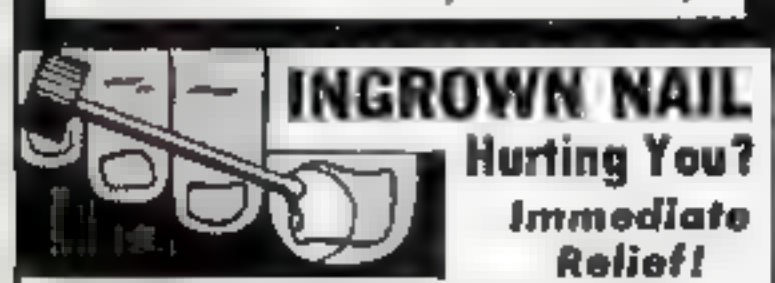
FREE EASY MOTION
Will not stain or soil. RESTORED WITH LABORATORIES, Bradford, Pa.
In handy stick form. If dealer cannot supply, send 25 cents to ZIRA Laboratories, Bradford, Pa.

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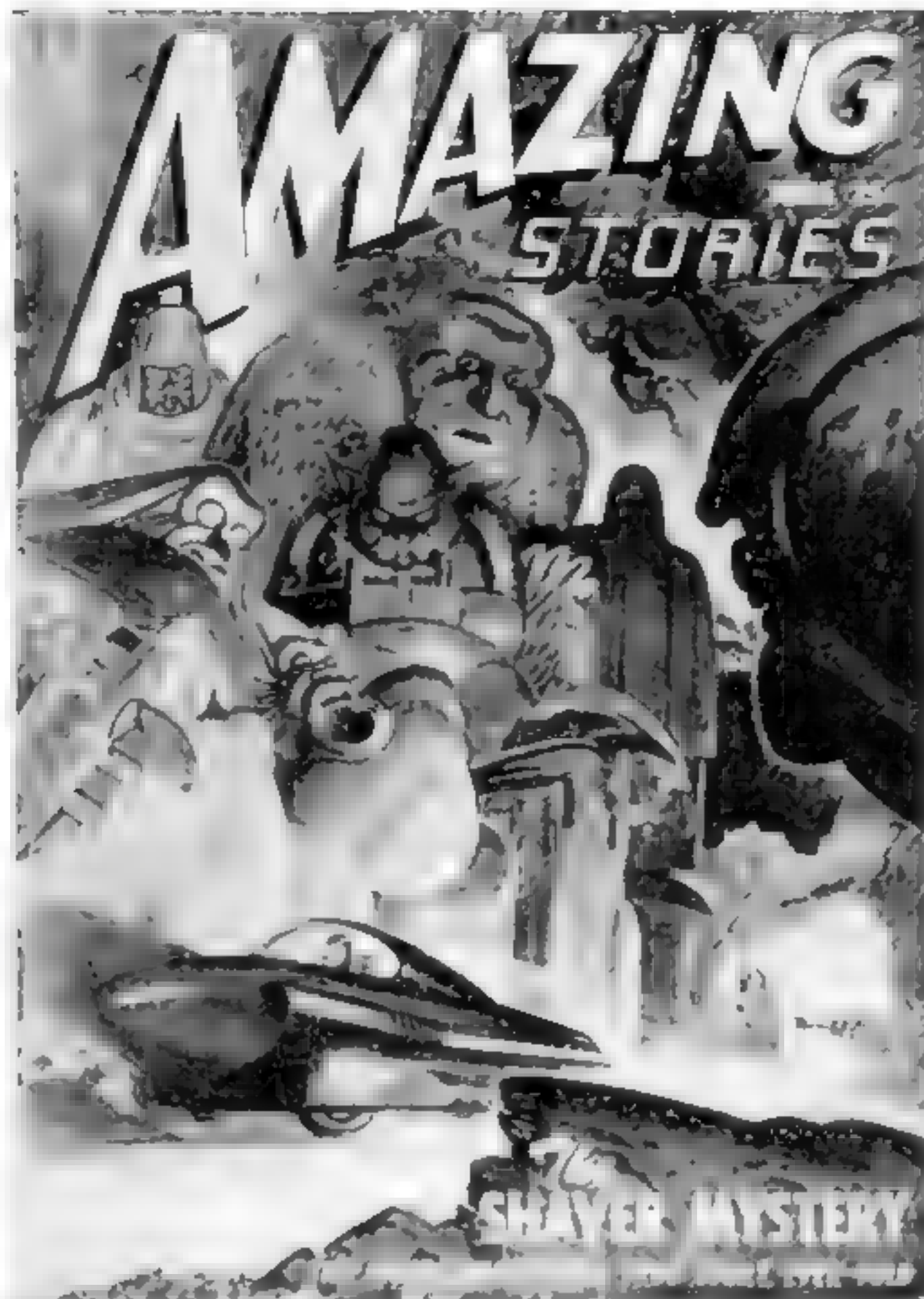


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A few drops of OUTGRO® bring blessed relief from tormenting pain of ingrown nail. OUTGRO® touches the skin underneath the nail, allows the nail to be cut and thus prevents further pain and discomfort. OUTGRO® is available at all drug counters.



THE "DEROS," subhuman cave dwellers, decorate cover of *Amazing Stories* issue devoted to their evil doings. Dero statues look down on human who has driven into their cave while live deros at entrance (bottom, right) fire at him.

SCIENCE FICTION CONTINUED

cities was honeycombed with dero communities. Some identified their neighbors as deros; others reported or hinted at personal encounters with deros carried out under conditions of incredible danger. The deros were referred to as "the fifth column from Hell."

"For heaven's sake drop the whole thing!" wrote an excited ex-Air Force captain. "You are playing with dynamite. My companion and I fought our way out of a cave with submachine guns. I have two 9-inch scars on my left arm. . . . My friend has a hole the size of a dime in his right bicep. It was seared inside. How, we don't know. But we both believe we know more about the Shaver mystery than any other pair. . . . Don't print our names. We are not cowards, but we are not crazy."

Editor Palmer expressed skepticism over these letters but confessed with an appropriate show of reluctance that the mounting evidence of the existence of deros seemed overwhelming. Circulation zoomed. In the interests of science Palmer went to visit Shaver in his home and came away hinting darkly at strange happenings.

Welder Shaver subsequently paid a return visit to Editor Palmer, and after he left, Editor Palmer experienced an incredible visitation of fleas. Queried, Welder Shaver insisted he had never been bothered by fleas. Obviously it was the work of the deros.

Expeditions were planned by readers to certain caves that were thought to be entrances into Lemuria, but anonymous telephone calls warned the participants of the danger of death. Editor Palmer reported that the keys of his typewriter had been mysteriously mutilated and later revealed that his life had been threatened. By this time deros had been hooked up with virtually every mysterious or unexplained occurrence reported in the news. They were held responsible for the disappearance of Justice Crater, for the mysterious "air raid" over California just after Pearl Harbor, for the reports of flying saucers. They were reported as far north as the Aleutians, where they were said to be using cigar-shaped space ships. A colony of them was detected in caves on Mount Shasta in northern California.

Finally the fen couldn't stand it any longer. Editor Palmer, in their eyes, was debasing the ethics of science fiction in a shameful



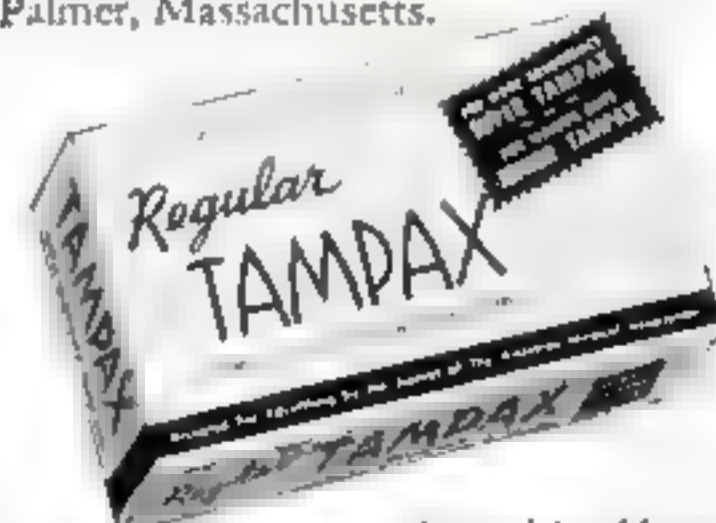
Why be a slave?
(to habit...or custom)

Open your mind! Discover new and different ways to meet the problems of modern living! You will get a great satisfaction out of making your own decisions regardless of prevailing habits or customs. Take for instance the Tampax method of monthly sanitary protection. There is so much to be said for this revolutionary product and yet—well, perhaps you are still hanging back.

NO BELTS
NO PINS
NO PADS
NO ODOR

Here are some things you should know...Invented by a physician as an internal absorbent for use on "those days" by women generally. Made of high-absorbency cotton compressed in slender, one-time-use applicators. Tampax lets you dispense with belts, pins, external pads. No outside bulk whatever—no ridges or bulges under dresses. No odor or chafing; easy disposal.

Your hands need not touch the Tampax (remember there's the applicator!) and when it is in place you cannot feel it. Wear in tub or shower or while swimming. At drug or notion counters in 3 absorbencies: Regular, Super, Junior. Month's average supply slips into purse. Look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated, Palmer, Massachusetts.



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Palmer, Mass.

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamp or silver) to cover cost of mailing. Size is checked below.

() REGULAR () SUPER () JUNIOR

Name

Address

City State

CONTINUED ON NEXT PAGE

Would you believe it-this IS the same man!

Grooming hair with Kreml makes the big difference. Prove it to yourself today! Read how it's done.



Here he foolishly plasters his thinning hair down with a greasy, sticky hair dressing which makes his hair look less than he really has. An unattractive shiny, greasy-looking film shows through on his scalp.



Here he wisely grooms his thinning hair with Kreml Hair Tonic to avoid that greasy, plastered-down look—to make hair look thicker.

Is your hair getting thin on top or receding at the temples? Then don't emphasize the fact by gluing your hair down with greasy products which give you that 'sculpted' look—which leave such an unattractive shiny, greasy-looking film showing through on the scalp. Give thinning hair special grooming. Now's the time to start using Kreml Hair Tonic.

Kreml contains a special combination of rare ingredients that are found in no other hair tonic in the world. Kreml is especially prepared to groom hair in such a way that it looks thicker—like more than you have. Kreml keeps hair always looking healthy and handsome—so naturally well groomed—never greasy, sticky or plastered down. That's why it's also preferred among men with full heads of hair who despise greasy goo on their hair.

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Graduate today to
KREML
Hair Tonic

IMPORTANT: Don't fail to try the new Kreml Shampoo with its natural oil base. It will never dry hair as so many cream and liquid shampoos which contain drying detergents do.

SCIENCE FICTION

bid for circulation by presenting fiction in the guise of fact. The Queens (N.Y.) Science Fiction League passed a resolution expressing the opinion that the Shaver stories were actually endangering the sanity of their readers and brought this resolution to the attention of the Society for the Suppression of Vice. Delegates to a Philadelphia fan conference threatened to draw up a petition to get the Post Office to ban *Amazing Stories* from the mails. The fanzines bellowed for Editor Palmer's scalp. At this point somebody, according to Palmer, convinced his publisher, William B. Ziff of the Ziff-Davis Publishing Company, that the theories of Shaver and Palmer were in flat contradiction to Albert Einstein's Theory of Relativity. This, obviously, was too much. The Shaver stories were discontinued; Editor Palmer, still affirming his faith in the existence of deros, resigned his job.

More recently the fen have been turning their guns on John W. Campbell Jr., the editor of *Astounding Science Fiction*. Like other science-fiction editors, Campbell has got into trouble walking the fine line dividing fantasy from fact. It was *Astounding Science Fiction* that published Cleve Cartmill's story describing the method of setting off the atom bomb. The story appeared during World War II when this whole matter was considered top secret, and then some. Army intelligence suspected a leak. Apparently, however, Cartmill's story was not the work of spies but simple coincidence. Campbell convinced Army intelligence of *Astounding Science Fiction's* good faith, and the incident has since been widely regarded by fans as one of those great occasions when science fiction got the jump on science.

Later Campbell published "The Aphrodite Project." This had to do with an experiment in which Cal Tech astronomers sent a rocket to the vicinity of Venus, and was presented as an abstract of a government scientific bulletin. Campbell, of course, could claim that any intelligent person should know automatically that it was fiction, whether so labeled or not. But the fen began to grumble.

After atoms, dianetics

THE grumbling rose to a loud roar last year when Campbell's magazine became the first vehicle for the new psychological "science" of dianetics. The founder of dianetics, L. Ron Hubbard, had preceded this feat by writing some million words of pulp science stories. Superficially, dianetics looked a little more like genuine science than the Lemurian theory of subterranean spooks. Its methods, after all, bore certain vague resemblances to those long used by psychiatrists: the couch, the confession and the resuscitation of childhood memories. But when dianetics blossomed into a national fad and became sufficiently menacing to be denounced by most reputable psychologists, the fen began to feel that again fantasy was being passed off as fact.

Editor Campbell, protesting his absolute faith in dianetics, has gone so far as to report that he cured his own daughter of a broken leg in two hours by means of dianetic therapy. But the fen are not convinced. Not long ago the important fanzine *SF News Letter* carried an editorial which started ominously: "John W. Campbell Jr. is the greatest editor in science fiction's history. Street & Smith should replace [him] as editor of *Astounding Science Fiction*." But Campbell is still holding the fort for dianetics.

Science fiction is now avidly devoured over most of the civilized world. Soviet Russia has detected in it still another devilish device of capitalism to confuse the masses. This year the Moscow literary magazine, the *Literaturnaya Gazeta*, published a heated attack on the practitioners of science fiction. It described U.S. science fiction as an "arch-reactionary and screamingly shameless mess." "To support the propaganda of the mighty imperialist war machine," it continued, "science fiction of America shamelessly threatens with atomic scarecrows. Hooligans with atomic slingshots! Isn't this the symbol of contemporary imperialism?"

Whatever the Russians think, editors of science fiction can congratulate themselves that many of the nation's scientists read their magazines as avidly as cowboys read westerns. Cyberneticist Norbert Wiener has confessed to being a fan. So has Nobel Prize-winning Geneticist Herman J. Muller. The libraries at Los Alamos, Brookhaven, Oak Ridge and the other centers of U.S. atomic research handle much more science fiction per customer than those in average locations.

Scientists also write a considerable amount of science fiction. Eric Temple Bell, noted mathematician at Cal Tech, is known to millions of science-fiction fans for his stories under the pseudonym John Taine. Isaac Asimov, a teacher of biochemistry at Boston University and a cancer research specialist, writes numerous novels and stories dealing with robots. Robert S. Richardson, an astrophysicist at Mt.

Bite's Out



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Pleasures In!

Prince Albert's choice tobacco is specially treated by the patented "No-Bite" process to insure against tongue bites! Rich tasting and mild — P.A.'s favorite with pipe smokers as well as roll-your-owners!



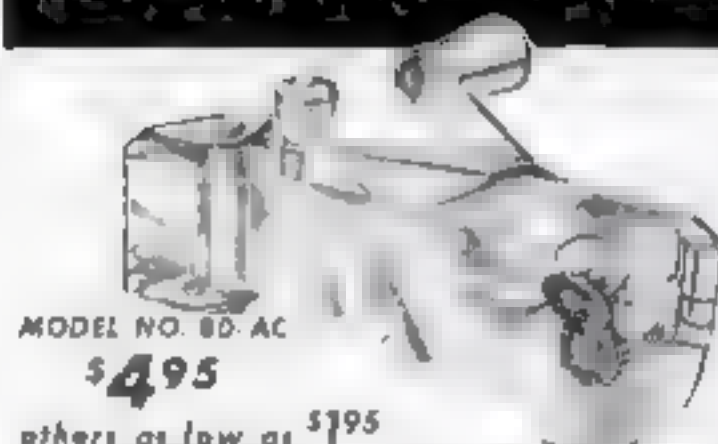
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Opens cans easily



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All Chrome DELUXE CAN OPENER

Features improved, patented angle cutting wheel, which cuts out entire lid of round, square, or oval cans... smoothly "irons down" rim. Simple and safe. Lifts out of bracket or swings flat against wall when not in use. Available in a variety of colors and finishes. At department, home furnishings, and hardware stores.

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The name "Drugg" on "Kitchen Helps" is equivalent to the mark "Selling" on silver.

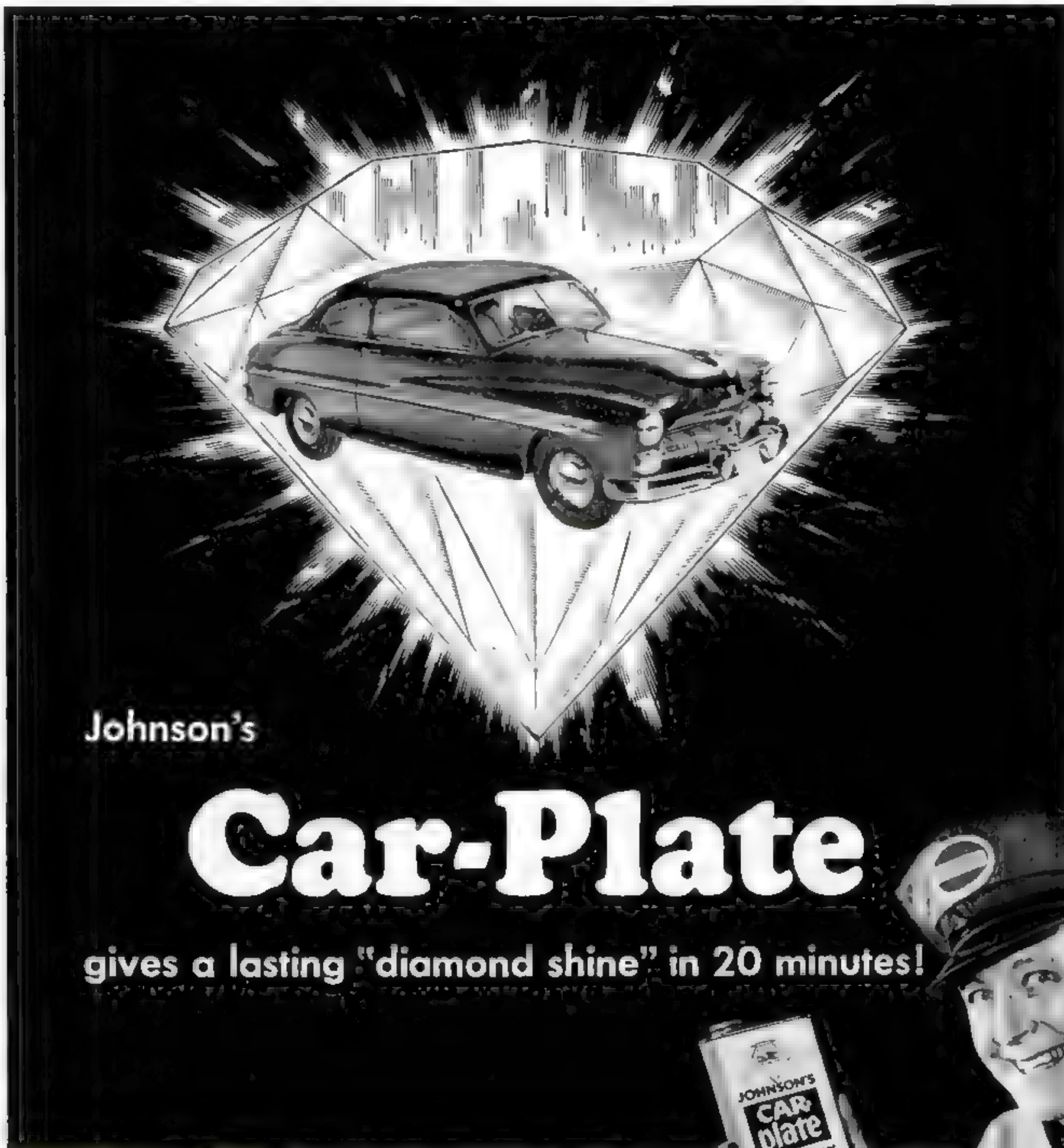
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If your feet tire, ache, pain, burn from exertion and fatigue, rub them with famous Dr. Scholl's Foot Balm for fast, soothing relief. It puts you right back on your feet—ever so comforted, rested and refreshed, even after a hard day of walking and working. You can get Dr. Scholl's Foot Balm at your Drug, Shoe, Dept. or 5-10¢ Store. Buy two jars today and send one to your boy in service.



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Johnson's

Car-Plate

gives a lasting "diamond shine" in 20 minutes!

5,000,000 car owners have proved it's better!

Great news! The quick and easy way to wax your car is actually the best way!

Without rubbing and in 20 minutes, Johnson's Car-Plate gives your car a brighter, tougher, longer-lasting shine than former hard-rub methods that required many hours.

No wonder more than 5 million car owners have used Car-Plate since Reader's Digest

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Just spread Car-Plate on the clean finish of your car . . . let it dry . . . and wipe lightly. That's all you do!

Get Johnson's Car-Plate today at your service station or regular wax dealer's. A 10-oz. can only \$1.00—does any car twice!



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Wax should always be applied to a CLEAN car. The finish should be free of road film and decomposed paint. For this reason it is important that you clean your car thoroughly before applying Car-Plate. For quick, easy cleaning, Johnson's Cornu is recommended. It does the job fast and safely—leaves a perfect surface for a sparkling Car-Plate finish.

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SCIENCE FICTION CONTINUED

Wilson and Palomar observatories, writes science fiction under the name Philip Latham. Writer H. Chandler Davis teaches mathematics at the University of Michigan. J. J. Coupling is the pseudonym of John R. Pierce, a radar expert at the Bell Laboratories. Raymond F. Jones is a government weather bureau observer in Phoenix, Ariz.; George O. Smith is a radio design engineer. And such ace science-fiction writers as Murray Leinster (Will F. Jenkins), Robert Heinlein, Ray Bradbury and Ted Sturgeon, who are not practicing scientists, probably absorb more scientific literature in the course of their work than most scientists do.

The science-fiction reader—whether he is an "insurgent," a fan or a simple space opera enthusiast—is apt to maintain that science fiction is not fantasy at all. He will point out that we are living in a very strange world where the most bizarre hypotheses are being proved right practically every day. Calculating machines are actually replacing human beings to a considerable extent. Robots of many kinds are already in use. Five years ago the U.S. Army Signal Corps did touch the moon with a radar impulse. The electron microscope (LIFE, April 23) has recently made molecules practically as tangible as bales of hay. Methods for utilizing atomic power are now on the drawing board. Rocket propulsion has already solved the major problem of space travel, i.e., how to voyage through a vacuum. Only a few details concerning fuel and finance remain to be worked out before man can actually voyage to the moon. Fantasy? Why, today a man who has got his eye on a neat little bit of acreage alongside the Copernicus Crater of the moon is no crackpot; he is just an unusually progressive realtor.

This is, of course, the optimistic view. A great deal of today's science fiction—especially at the more intellectual levels—takes a dimmer view of scientific progress. It depicts man as the helpless victim of his own machines.

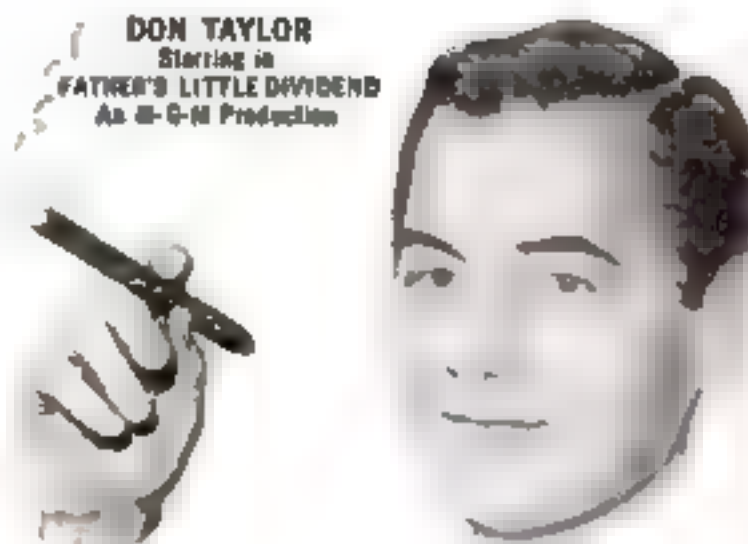
Out of five stories in a recent issue of *Galaxy Magazine*, for example, three are overcast with unmistakable gloom. In the first, an interplanetary visitor is pained by the lack of international and interracial cooperation on earth, hopes to remedy the situation by uniting earthmen against a common enemy, fails and concludes that earthmen are just no good. In the second, a hapless human named Love finds that in a world dominated entirely by calculating machines his name is a dirty word. In company with a group of other ingratiating outcasts, he escapes to another planet where love is recognized as a virtue. In the third story, laid somewhere in the remote future, moral values have sunk so low that all intelligent people are slaves to morons, and civilization has generally gone to pot. A real estate salesman resuscitated from 1988 A.D. offers to help the intelligent people, starts a campaign advertising rocket trips to Venus and cajoles all the morons into rockets which leave the earth and conveniently blow up in outer space. Rid of the morons, the intelligent people then discover that their benefactor, the man from 1988, has become a dictator, so they send him out to blow up in space too. This sort of thing, one can assume, is not entirely fantasy either.



SMASH-UP of space ship encountering meteorites is depicted in painting by Chesley Bonestell for a forthcoming issue of *Magazine of Fantasy and Science Fiction*. Artist Bonestell thinks "such things are bound to happen in the future."

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Let the mellow smoke of a friendly cigar soothe the cares of your day. As you savor its soul-warming aroma and delightful fragrance, you'll know why you need not inhale—

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Smooth as
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Whiskies
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Blended Whiskey—80 & 6 Proof—70% Grain Neutral Spirits
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Use one of America's two power-packed favorites — Mobilgas or Mobilgas Special. Get Mobil-Care regularly to keep your car in top shape — and observe careful driving rules for starting, stop and go and long distance.

Ask for this booklet!

It's free at your friendly Mobilgas dealer's — will help you improve road performance — get all the gas mileage your car can deliver! Drive in today!



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WAITING FOR YOU EVERYWHERE...

SPARKLING, FRIENDLY **PEPSI**

WITH

More Bounce
to the  Bounce



(And you get a big, big bottle, too!) **WHY TAKE LESS...WHEN PEPSI'S BEST!**



PROPHET in tattered robes was made out of the end of a wagon pole and piece of driftwood found in Dublin Lake.

Tool-Shed Art

Grandson of William James makes sculpture out of junk

Fifty years ago the celebrated American philosopher William James published one of his most famous works entitled *The Varieties of Religious Experience*. Today another member of the James family, the philosopher's grandson Michael, has turned to religious subjects and come up with some varieties of which the elder James would scarcely have dreamed. Michael, who is 27, started out as a painter but turned to sculpture last summer while culling a junk pile in his family's barn in Dublin, N. H. The twisted forms of old nails, horses' bits, hinges and pitchforks seemed to suggest the shapes of human beings, of angels' wings and halos. With

this notion in mind Michael combed the yards and attics of his neighbors in search of adaptable pieces of junk and then fell to work fitting them together in arrangements to symbolize the tortured form of Christ on the Cross, the worshipful pose of the Virgin or the haunting gesture of a prophet (above). Recently his tool-shed creations were put on exhibit in New York and Des Moines. Although artists are nothing new to the James family (p. 149), Michael's unorthodox sculpture has surprised the Jameses. Even more surprised are the art critics and churchmen, who feel that his work has brought a new and humble spirit to old Christian themes.

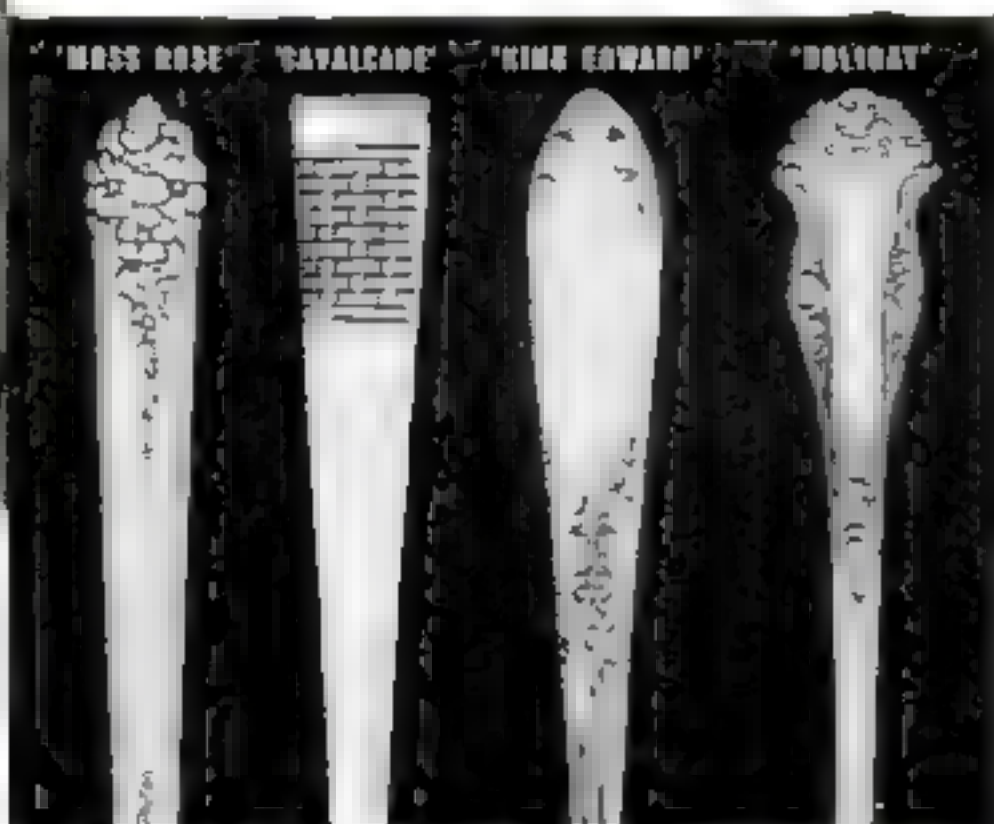


TOOL SHED is the studio where Michael works in a clutter of old horseshoes, harness rings, hammers.

Famous Host Rex Harrison...



co-starred with Lilli Palmer in the stage hit, "Bell, Book and Candle"... knows the fine art of dining, chooses the lovely new Holiday pattern as his favorite. Says Mr. Harrison, "A man remembers the silver his hostess chooses as much as her perfume."



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For you! a dainty 4 1/4 inch coffee spoon (one to a family). Cut out the pattern of your choice. Mail it with only 10¢ to cover cost of handling, along with your address, to...



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For Vacation Days...

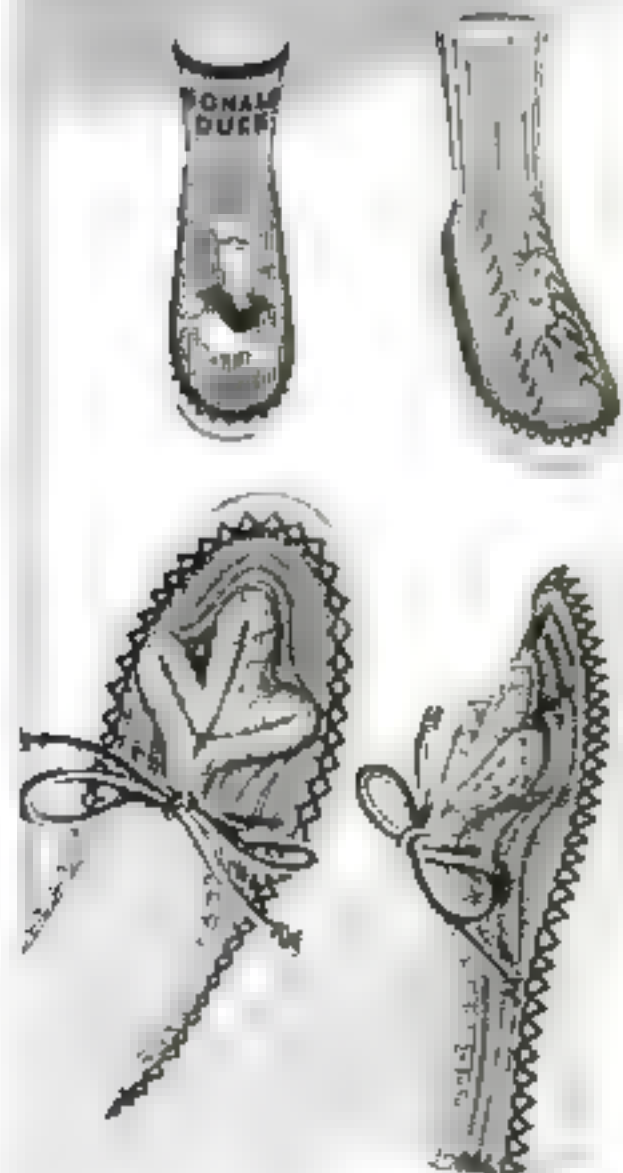
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For loafing and lounging—slip on a pair of Ripons and give your feet a real treat. Enjoy their cozy comfort while traveling, after a day outdoors, in the hotel, cabin, camp, etc. Washable soft pure wool (or nylon) with glove leather soles, in beautiful colors and patterns. Priced from \$2.95 at better stores everywhere. Ripon Knitting Works, Ripon, Wisconsin. (In Canada: Forest City Knitting Co., London, Ontario.)

For Men,
Women,
Children
and Infants



TOOL-SHED ART CONTINUED



CRUCIFIXION includes thieves who died with Christ at Calvary. Michael concocted them out of screws and nails. He gave Christ a harness-ring halo and thieves horseshoe halos to suggest they too were martyrs of man's injustice.



LAMENT of the Virgin Mary over the dead body of Christ is an intricate arrangement of links of an iron chain, spikes and an old hook which is mounted on gilded wood. Sidepiece of horse's bit at the top represents a hovering angel.

CONTINUED ON PAGE 148

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**ONLY *Mido* SPECIALIZES EXCLUSIVELY
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FOR MEN AND WOMEN.**

Over 25 years experience in Self-Winding watches gives Mido the newest...the most completely tested...the perfected advances that assure greatest quality in Self-Winding, Shock-Resistant, Anti-Magnetic, Waterproof timekeeping.

Remains waterproof while crystal's intact and case is unopened. Only a competent jeweler should ever replace crystal or close case. Only Mido gives you this complete range of the most modern watches made. 17 jewel lever movement. Sold and serviced in 65 countries.

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Miners trust Mido's perfected Shock-Resistant feature through toughest bumps. Mido "weld-tight" case keeps out invisible coal dust, water, even fumes.



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Auto Workers...Scientists... know Mido's Anti-Magnetic movement remains accurate in electrical or magnetic fields that might stop ordinary watches.

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THE FIRST NAME IN SELF-WINDING WATCHES

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NYMPH...In stainless steel. \$100 F.T.I.



KITCHENER...Handsome, gleaming stainless steel case with regular second hand. \$49.75 F.T.I.

Watches illustrated above: (enlarged) **EDEN**—Thinnest self-winding, waterproof watch made. 14K gold case, numerals and hands. Sweep second hand. \$225. F.T.I. **FIRST LADY**—Smallest self-winding, waterproof watch made. 14K gold case, numerals and hands. \$205. F.T.I.

FOR THE FIRST TIME IN YOUR LIFE...

you get
exactly
the shave
that
suits your
particular
beard...



ROLLS RAZOR

is the only safety razor
that gives you exactly the
shaving edge you need
...every time!

Nobody else has a beard like yours and you guarantee your own shaving comfort with a Rolls! You decide precisely how sharp the blade should be, to suit your whiskers and your skin exactly. With just a few easy strokes of the hollow-ground Sheffield steel blade on the built-in strop, you have the *right* sharpness for your particular beard. Result: a smooth, easy, clean shave every single time!

Not another razor in the world like the Rolls! No blade-buying, no blade-changing. Simple, convenient, clean, compact! A life-time investment in shaving comfort—pays for itself many times over!



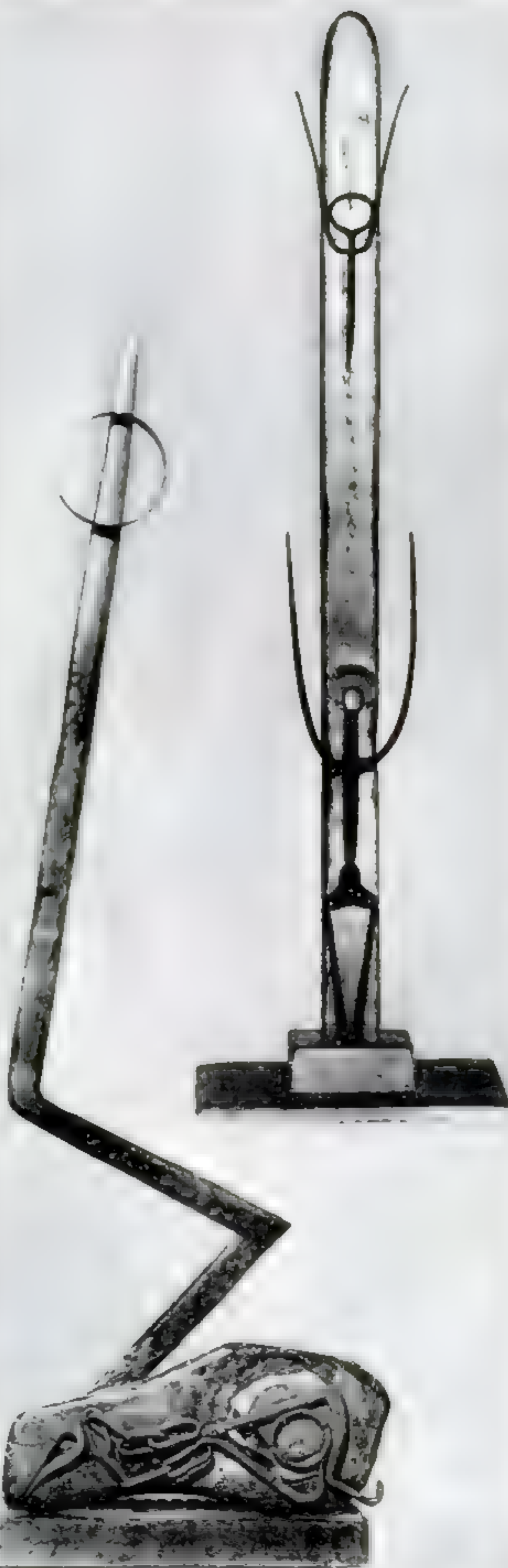
Beautifully packaged in
blue, satin-lined case.
ONLY \$15.00, no luxury tax.



The Finest Name in Shaving

ROLLS RAZOR

338 Madison Avenue, New York 17, N. Y.



FLIGHT of angel to Mary and soul to Heaven is symbolized by these two statues. In Annunciation (*right*) Michael used one pitchfork (*top*) as wings of the angel, another as the arms of Mary. In the Resurrection (*left*) harness ring stands for soul of Christ which soars above earthly bonds suggested by chain.

CONTINUED ON PAGE 149

Year in and year out
you'll do well with the
HARTFORD



—all forms of fire,
marine and casualty
insurance and fidelity
and surety bonds.

See your Hartford agent
or insurance broker

**HARTFORD FIRE
INSURANCE COMPANY**

**HARTFORD ACCIDENT
AND INDEMNITY COMPANY**

**HARTFORD LIVE STOCK
INSURANCE COMPANY**

HARTFORD 15, CONNECTICUT

Top Quality
work clothing



Look for these Advantages

- SANFORIZED FABRICS...wash and iron perfectly
- GRADUATED PATTERNS...to assure correct and comfortable fit
- FIT AND LOOK like dress pants and dress shirts

At your favorite store, or write for name of your nearest dealer
OBERMAN & COMPANY
Male Officer: Jefferson City, Mo.
New York Office: Empire State Building,
New York 17, N. Y.

KAST IRON.



WORK PANTS • SHIRTS
MATCHED SETS
"Wear like the name"



COL. CROW GREET'S KENTUCKY'S FIRST "IRON HORSE"

Little did Founder James Crow realize that the steam locomotive, which came to Frankfort, Ky. in 1835, would carry his whiskey and his fame to every corner of the land.

OLD CROW

Kentucky Straight Bourbon Whiskey

By railroad and covered wagon—by stagecoach and side-wheeler, James Crow's whiskey began its journey to fame and into the lasting affections of Americans everywhere. Today, as in the past, men cherish the rich Kentucky flavor of Old Crow . . . Have you enjoyed it—recently?

A TRULY GREAT NAME

Among America's Great Whiskies



Mrs. George Sanders SAYS:
(*Sari Gabor Sanders*)

"I love to see a man smoke a Cigarillo"

*Handy as a cigarette.
Fits neatly between a man's lips
... or into a holder.*



Like Mrs. George Sanders,
the ladies everywhere give the smile
of approval to The New Idea in Smoking
... They sponsor the neat, stylish
Robt. Burns Cigarillo ... Men love
its mild, delicious taste, real smoking
pleasure in a smart shape, becoming to
any man's face. The *perfect mild* smoke.

■ George Sanders soon to be seen in 20th Century-Fox
production "I Can Get It For You Wholesale"
and Mrs. Sanders enjoying their favorite pastime.

Robt. Burns
Cigarillos 5¢
EACH

"IN A CLASS BY ITSELF"



JAMESES BY THE JAMESES



GRANDFATHER William James was the first to take up art, sketched this self portrait in 1867. At 18 he resolved to become a professional painter, went to Newport, R.I. to study with fashionable portraitist William M. Hunt. After six months he changed his mind, switched to medicine, then to psychology, finally became world-famous as a pragmatic philosopher.



GREAT-UNCLE Henry James liked to loiter around the Hunt studio while his brother William studied painting. Though Henry had no ability as an artist, his essays on the art of Europe have become almost as famous as his novels. In 1907 Henry posed for this portrait by another William, his nephew, who was then a student in Paris and is now a full-time portrait painter.



FATHER Alexander James was the youngest son of Philosopher William and inherited the family talent for art. After studying in Boston, Alexander launched into a promising career doing portraits but soon withdrew to Dublin, N.H. where, until his death in 1916, he devoted himself to painting psychological studies of his neighbors, family and himself (left).



BROTHER Daniel James, Alexander's second son, was sketched by another family artist, his cousin William James Jr., who specializes in portraiture but does an occasional barroom mural when he gets the chance. Daniel, one of the few members of James family who has not taken up art, is studying government at Colorado College and plans to go into teaching.



MICHAEL is the youngest of Alexander's three sons. He posed for his father in 1942 just before going into the Navy. The most unorthodox of all the James artists, he has little interest in conventional portraiture, now divides his time between sculpture and writing novels. A confirmed wanderer, he plans to go to Florida this summer to work part-time as fire warden.

No other drink

Tastes so good

So many ways

Ask for FREE Southern Comfort recipe folder at your package store. Tells how to mix better-tasting drinks. For example, the famous Southern Comfort ... Ice ... Fill with your favorite wine ... add twist of lemon peel! Absolutely delicious!

SOUTHERN COMFORT CORP.
100 PROOF LIQUOR
Dept. 4-3, St. Louis 3, Mo.

FOR THE 1 MAN IN 7 WHO SHAVES DAILY

New preparation with remarkable skin-soothing ingredient helps keep the face looking young and healthy!

Modern life now means daily shaving for millions of men. But frequent shaving often results in ugly, old-looking skin. To help men solve this problem, we developed Glider—a rich, brushless cream containing a special ingredient to help preserve the youthful qualities of the face.

Now—every time you shave with Glider—you give your face the benefit of this wonderful substance. It's called EXTRACT OF LANOLIN and it contains beneficial properties 25 times more intensified than an equal amount of the well-known skin conditioner, Lanolin itself.

Williams makes the only shaving preparations containing Extract of Lanolin. That's why a shave with Williams leaves you looking and feeling so remarkably fit. The J. B. Williams Co., Glastonbury, Conn.

Charles S. Campbell
PRESIDENT

Don't Be FAT!

Take R.D.X. Tablets before meals to help you curb your appetite for unneeded foods. Between meals, R.D.X. Tablets help you stave off hunger that causes you to overindulge in fattening snacks. Reducing becomes more pleasant, a more enjoyable way of eating.

If your doctor has told you to take off weight, ask him about the wonderful new R.D.X. Tablets and Reducing Plan. R.D.X. Tablets contain no harmful drugs. Let The Scales Show You. You do want to lose weight, don't you? Then buy a package of R.D.X. at your drugstore today and follow the R.D.X. Reducing Plan. You lose weight or money-back.

LOOK YOUR BEST IN BeeCool STRAWS



BEE HAT COMPANY
1021 Washington Ave. • St. Louis 3, Mo.



At Better Stores Everywhere

LIFE

ANNOUNCES PHOTO

THE CONTEST

Fifteen years ago the editors of LIFE gave to the camera a magazine of its own. Since then the camera has fulfilled its huge but long deferred promise, and LIFE has played a major role in making the photograph a record of modern history and a growing form of art. Looking ahead now to the future of photography and photo journalism, LIFE announces a contest for young photographers and invites all who can qualify to enter. With this contest the editors hope to discover and reward the young men and women who will join the distinguished group of reporters and artists who in the past two decades have made photography a powerful force, not only in LIFE, but in all visual forms of human communication.

Each contestant who meets the conditions of the accompanying rules should fill out and mail the coupon at right below, or send a postcard bearing name and address, to LIFE Contest for Young Photographers, P.O. Box 10, New York 46, N.Y. The contestant will then receive an entry number, entry blank and further instructions. Winners of first, second and third prizes in each division will have some or all of their pictures published in LIFE. Watch LIFE for an announcement of the date winning pictures will be printed. Contestants should make no special effort to submit pictures which they think conform to LIFE's style or taste.

THE PRIZES

PICTURE STORY DIVISION

1 st PRIZE	\$3000
2 nd PRIZE	1500
3 rd PRIZE	1000
4 th PRIZE	600
5 th PRIZE	400

FIRST HONORABLE MENTION

5 PRIZES OF \$100 EACH

SECOND HONORABLE MENTION

15 PRIZES OF \$50 EACH

THIRD HONORABLE MENTION

25 PRIZES OF \$25 EACH

INDIVIDUAL PICTURE DIVISION

1 st PRIZE	\$2000
2 nd PRIZE	1250
3 rd PRIZE	750
4 th PRIZE	450
5 th PRIZE	300

FIRST HONORABLE MENTION

5 PRIZES OF \$100 EACH

SECOND HONORABLE MENTION

15 PRIZES OF \$50 EACH

THIRD HONORABLE MENTION

25 PRIZES OF \$25 EACH

THE RULES

- 1. RESIDENCE:** Contestants must be residents of the United States, its territories or possessions, or members of the U.S. Armed Forces on active duty anywhere.
- 2. AGE:** Contestants must not be more than 30 years old, their 31st birthday not falling before January 1, 1952.
- 3. EXPERIENCE:** Contestants, who may be either professionals or amateurs, must have had photographs published on at least one occasion and must submit evidence of this with their entries in the form of clippings, tear-sheets or photostats. This requirement may be interpreted widely to include publication in any books, magazines or newspapers, trade, professional, scientific or art journals, house or club organs, high school and college publications and the like. Not eligible for the competition are LIFE staff photographers, ex-LIFE staff photographers, photographers having any regularly established yearly contract with LIFE, or employees of Time Inc. and their immediate families. Likewise excluded are staff photographers employed by magazines with a circulation of over 500,000.
- 4. SUBMISSIONS AND PRIZE DIVISIONS:** Photographs must be the original work of the contestant submitted in his or her own name. There will be two prize divisions in LIFE's competition, one for individual photographs and one for picture stories (i.e., a series of photographs which tells a story or otherwise relies on group presentation for its best effect). The photographs may be on any subject, and contestants are encouraged to enter both prize divisions. Because it is the purpose of LIFE's competition to determine who are the best photographers within a given division, not which are the best photographs, all the contestant's photographs in that division will be judged simultaneously. In the individual picture division, four pictures, no more, no less, must be submitted. In the picture story division, no more than two stories may be submitted. In this division, contestants must submit a minimum of three and no more than 16 pictures. The contestants may apportion their stories any way they see fit (i.e., they may submit one story of 16 pictures, or one of two and one of 14 and so forth). If a contestant enters both prize divisions, the maximum number of pictures he may submit is 20 and the same picture may not be submitted in both divisions. No pictures which have appeared in LIFE may be submitted as a part of the contestant's entry. Photographs from LIFE will be accepted only as evidence of previous publication. In the case of ties, duplicate prizes will be awarded, and the decisions of the judges will be final.
- 5. PRINT SIZE AND MOUNTING:** Contestants' photographs must be black-and-white and printed on paper either 8" x 10" or 11" x 14". All prints must be mounted individually on photographic matboards no more than one-eighth of an inch thick and must be trimmed flush with the board with no margins or other framing.
- 6. PRINTING METHODS:** All prints must be made directly from single, original negatives, which are to be available to LIFE on special request. Any photographs produced with the aid of trick processes such as solarization, chalking, paper negatives or bromoids automatically become ineligible for the competition.
- 7. CAPTIONS:** Caption material, title, subject matter, camera used, place and date taken, must be pasted on the back of every print. Labels to be used for this purpose are provided with entry blanks. All con-

A CONTEST FOR YOUNG GRAPHERS

THE JUDGES

Preliminary judging of contest entries will be done by LIFE's staff. The final board of judges will be:

JAMES WONG HOWE, Hollywood cameraman, director of photography for *The Brave Bulls*, *Body and Soul* and other major motion pictures.

JULIUS H. KLYMAN, Editor of *Pictures*, the Sunday picture magazine of the *St. Louis Post-Dispatch*.

EDWARD STEICHEN, Director of the Department of Photography at New York's Museum of Modern Art.

ROY E. STRYKER, Director of the Pittsburgh Photographic Library at the University of Pittsburgh.

EDWARD K. THOMPSON, Managing Editor of LIFE.

ALFRED EISENSTAEDT, LIFE photographer and winner of the *Encyclopaedia Britannica*-University of Missouri award as Photographer of the Year.

FRANK J. SCHERSCHEL, Chief, LIFE photographic laboratories and assistant picture editor.

Watch LIFE for the date of the issue in which the results will appear.

Contestants must be able, if requested, to supply a release (permission for LIFE to publish or otherwise use for promotional purposes) from persons recognizable in the photographs.

COPYRIGHT: If a picture submitted has a copyright, the contestant, in signing the entry blank, guarantees LIFE that he or she has either the copyright for the picture submitted or the permission of the copyright owner to submit it to LIFE for possible publication or promotional use. Pictures need not, of course, be copyrighted to be eligible.

GENERAL: All prints will be returned if the contestant encloses return postage. In the case of award-winning contestants, however, LIFE will not return their prints until six months after results of the contest have appeared in LIFE. Every possible care will be taken in handling pictures

but no responsibility will be assumed by LIFE for loss or damage either in the mails or while in LIFE's possession. Contestants who win cash awards must agree that any pictures submitted will not be published elsewhere or otherwise exhibited without LIFE's permission from the time of notification of award until 90 days after the date of publication in LIFE of the results of the contest. In addition, contestants who win cash awards must agree that LIFE shall have the right to publish his or her pictures in LIFE or to publish or otherwise use the pictures in connection with LIFE's advertising and promotional activities for six months after results of the competition have appeared in LIFE.

10. CLOSING DATE: All entries must be postmarked not later than September 15, 1951.

THIS COMPETITION IS SUBJECT TO ALL LOCAL, STATE AND FEDERAL REGULATIONS

\$15,000 IN PRIZES

TO **LIFE**

CONTEST FOR YOUNG PHOTOGRAPHERS
P. O. BOX 10 NEW YORK 46, NEW YORK

Sirs,

I have read the rules of LIFE's Contest and understand that to qualify as a contestant I must be 30 years of age or under and have had at least one of my photographs published. Please send me an official entry blank.

My name is.....

My address is.....



EDMUND BRINE SEWS UP HOLES IN NETS

Life Goes to a Shad Harvest

IT IS GALLOPING RACE AGAINST 28-FOOT TIDE

It is month up in the Bay of Fundy, where Nova Scotia joins the rest of Canada, the shad season is getting under way. To men like Edmund Brine (*above*), this means five frantic months of a strange and dangerous kind of fishing. Working at low tide three miles offshore, Brine sets up his 1,000-foot string of nets. Then the tide sweeps in, rising 28 feet in six hours and covering the nets so that the shad, which swim near the surface, are caught by their gills and cannot escape. When the tide goes out, Brine and his wagon team drive across the flats to the far end of the nets. Plucking the shad from the nets like ears of corn, he makes his way back to shore, repairing tips and broken guy ropes as he goes. Sometimes he has to set up a ladder to reach the topmost fish. A day's haul of 200 shad is worth \$50 to Brine, but he must work at breakneck speed, for the incoming tide rapidly follows him in to shore (*right*), sucking at the wagon wheels and the horses' hooves.

This harvesting trip must be made twice every 24 hours, for if the fish are left hanging high in the air at low tide, the gulls feast on the catch. Night trips are difficult enough, but worst of all are the times when a thick Nova Scotia fog blots out everything. Going back home in this kind of fog, the team must follow the three-mile string of marker poles from the closest net to the shore. One missed marker and Brine and his team might lose themselves in the fog where the only sound is the ripple of the rising tide.

COMING HOME with day's haul. Edmund Brine stands in wagon, urging horses to outrace rising tide.





POUR ON THE POWER!



the great new

Spalding DOT

Get hot with a DOT this week-end. Golf's greatest distance ball now powered with Spalding's own "Tru-Tension" winding.

Other great Spaldings. For power the new Air-Flite, "Tru-Tension" Wound. For durability plus distance, Kro-Flite and Top-Flite.*
*Pro Shops only

"Tru-TENSION" WINDING
for consistent maximum distance
combined with sweet feel...
absolute uniformity and
famous DOT "click"

A. G. Spalding & Bros.

Shad Harvest CONTINUED



DANGLING SHAD, mixed with an occasional salmon, hang by their gills at low tide. Holes like those at right are torn by floating objects and the force of



... tide itself, must be repaired at once. Part of a catch like this Brine sells to fish peddlers, but he must clean the rest and salt it away in barrels for later sales.

CONTINUED ON NEXT PAGE

Using too much oil?

CHANGE OVER TO
PENNZOIL
Tough-Film PENNSYLVANIA OIL

SOUND YOUR Z



If you pay 40c or more a quart for motor oil, you're entitled to Pennzoil Quality this summer

Your summer oil change is a good time to start using less oil, especially during those long, hard drives ahead. And while you save oil, you can keep your engine clean and smooth-running, too.

Tough-film Pennzoil not only stays in your engine longer, it also keeps valves and rings free from carbon . . . reduces power-eating sludge . . . cushions bearings from pounding, and safeguards them from corrosion.

Change over now at the Pennzoil sign and get your full money's worth. Sound your Z for genuine Pennzoil.



PENNZOIL MOTOR OIL
AND LUBRICANTS AT
BETTER DEALERS,
COAST TO COAST

Member Pennsylvania
Grade Grade Oil Assn.,
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PENNZOIL® GIVES ALL ENGINES AN EXTRA MARGIN OF SAFETY

A Mark of Distinction



Davis Cup
represents supremacy
in international
amateur tennis
competition

Nesbitt too has achieved distinction because of its delightful taste and uniform quality. Ask for Nesbitt's and enjoy its delicious orange flavor. Nesbitt's is sold wherever quality soft drinks are carried. Buy six bottles today.

Free NESBITT'S ILLUSTRATED RECIPE BOOKLET

Over 25 delicious original orange recipes. Send 3 Nesbitt's bottle caps for postpaid copy.



Nesbitt's, 2946 E. 11th Street
Los Angeles 23, California

a soft drink
made from *real* oranges



Shad Harvest CONTINUED

THE NETS GO UP FAST



HAMMERING STAKES into mud, Brine (right) and his helpers use heavy wooden mauls. These stakes serve as supports for poles on which nets are strung.



SETTING POLES in place, men then get on opposite sides of net, pull back and forth on long supporting ropes, sinking the poles to a depth of six feet.



ATTACHING ROPES from poles to the guy stakes holds the net in place. Ninety of these sturdy birch poles are needed to hold up the 1,000-foot net.

In the Spring
a young man's fancy
lightly turns to thoughts
of...**MOR**



RANCHBURGERS AND MOR BURGERS

- For lunch time, man-time or a yummy square meal, try MOR with mustard or relish.
- Tasty MOR in slaw made with mayonnaise thinned a bit with relish—mighty good eating!
- Thrifty MOR cut in finger size strips, bacon wrapped and broiled!



SQUARE MEAL SANDWICH PLATE

- Tender, versatile pork shoulder MOR with tasty jelly or preserves—delicious.
- Meaty Wilson's MOR with lettuce and crumbled fried bacon—superb eating!
- Hot barbecued MOR or MOR with onion and catsup is easy to go for.



MOR MAKES DAINTY SANDWICHES, TOO

- Excellent for light-lunches or parties. So easy to make—so "special" any time.
- Meaty MOR with pine apple preserves, cranberry jelly or orange marmalade wins friends.
- Always ready MOR minced with hard cooked eggs, celery and radishes or pickles is grand.

Around the year, *housewives'* thoughts turn to Wilson's MOR. Tender, sugar-cured, pure pork shoulder meat, delicately seasoned, it's the handy meat of many uses. Everyone loves sandwiches with MOR meat in the middle. And, fried or baked, MOR makes hearty main dishes that satisfy the lustiest appetites. Buy Wilson's MOR at your favorite store.

*A thrifty Meat—
so good to Eat!*



Please 'em
easy with
Meats-in-a-Can



The Wilson label protects your table

For whiskey quality
that rings the bell,
look for CORBY'S PARROT



One taste of Corby's will tell you why it has rung the bell with millions of people. They liked the fine quality of Corby's so much they made it one of the country's leading whiskey brands. Look for Corby's Parrot next time . . . and treat yourself to Corby's.

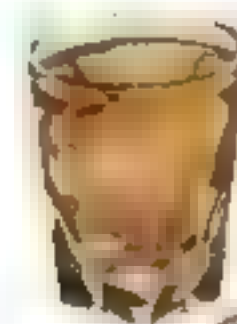


Say

CORBY'S

A grand old name since 1859

LOOK FOR THE
PARROT ON EVERY
CORBY'S BOTTLE



RESERVE BLENDED WHISKEY—86 PROOF—68.4% GRAIN NEUTRAL SPIRITS—JAS. BARCLAY & CO. LTD., PEORIA, ILL.



DONNING HELMET UNDER GAZE OF 19TH CENTURY BERSAGLIERE (TOP), 20TH CENTURY ONE (RIGHT), IKE TUGS AT CHIN STRAP WHICH PULLS FACE OUT OF SHAPE

TIGHT FIT FOR IKE

Inspecting Italian troops, general has bad time with their hats

Last month General of the Army Dwight D. Eisenhower, commander in chief of the North Atlantic forces, went off to Italy to inspect that country's troops. But he found that he was being inspected by the Italians as well. The Bersaglieri, a proud old corps of light infantry presented Ike with their plumed helmet which he had to put on (*above*) while a formation of Bersaglieri watched. The chin strap, too short for Ike, caught under his lip and it took him a

few tries to wedge it beneath his chin and cock the headpiece at its proper jaunty angle.

All in all, however, Ike had a good time in Italy. He watched maneuvers in the Alps, consumed beer and cookies, was the house guest of a contessa and was made honorary leader of an infantry squad whose members he insisted on chatting with, even jotting down their names and addresses. His only other bad moment came when he had to try on another hat (*next page*).



SUCCESS achieved as he gets helmet cocked on his head, Ike manages a smile despite constricting strap.

CAVALCADE OF SPORTS

...George Mikan



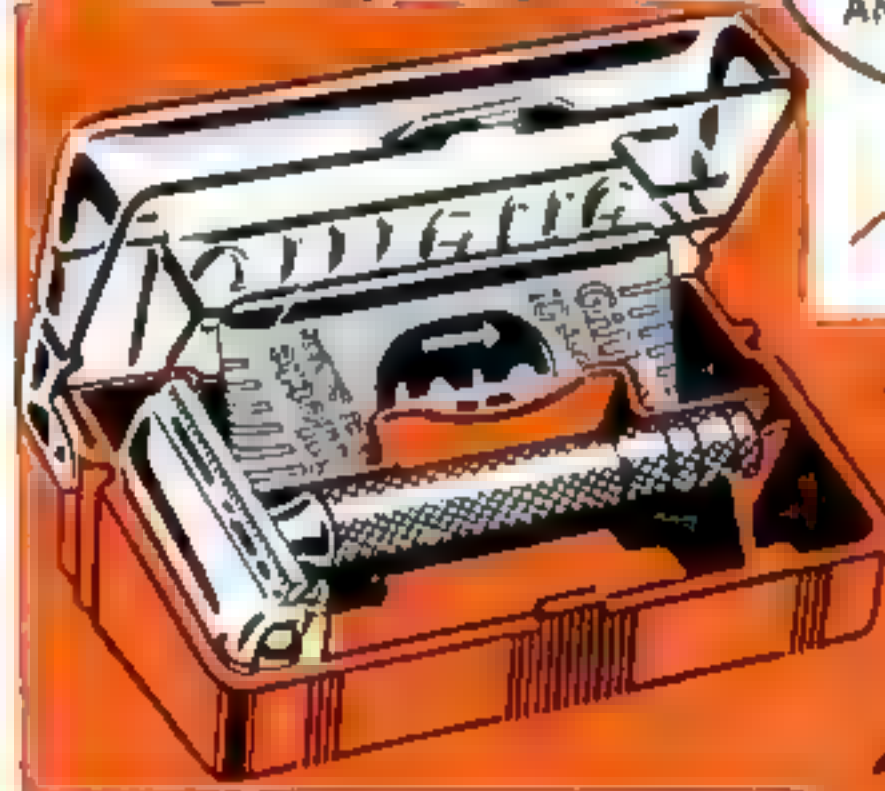
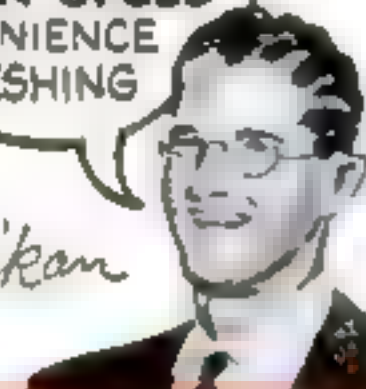
B.G. GEORGE MIKAN IS A TRUE BASKETBALL GREAT. IN A 60-GAME SEASON HE ROLLED UP 1,698 POINTS, OVER 28 PER GAME, AN ALL-TIME PROFESSIONAL RECORD!

PLAYING FOR DEPAUL UNIVERSITY, MIKAN SCORED 53 POINTS IN A SINGLE GAME!



I'VE FOUND THAT THE GILLETTE SUPER-SPEED IS TOPS FOR CONVENIENCE AND EASY, REFRESHING SHAVES!

George Mikan



SUPER SHAVING VALUE!

Gillette
SUPER-SPEED
RAZOR

AND IMPROVED 10-BLADE
DISPENSER IN

STYRENE TRAVEL CASE **\$7.00**
\$2.75 Value

*HAS HANDY COMPARTMENT FOR USED BLADES

JOIN THE MILLIONS OF MEN WHO GET COMPLETE SHAVING SATISFACTION WITH THE MODERN GILLETTE SUPER-SPEED RAZOR. ENJOY INSTANT BLADE CHANGING, REAL SHAVING COMFORT AND DOUBLE-EDGE ECONOMY, PLUS THE SLICKEST, BEST-LOOKING SHAVES IN THE BOOK. BUY A GILLETTE SUPER-SPEED RAZOR SET!

For Easy Shaves Every Time...
All The Time... Use
Gillette Blue Blades

Because the edges of today's Gillette Blue Blades are sharper than any others, they give faster, slicker shaves. And these super-keen edges stay sharper far longer, so you save real money. Gillette Dispensers ZIP out new blades at the flick of a thumb and store used blades safely in a special built-in compartment. So for extra comfort... extra economy... extra convenience... always use Gillette Blue Blades in your Gillette Razor.



ZIP! Blade hooks on... drops in place PRESTO!

In Goes Used Blade

10 BLADES 49¢

20 BLADES 98¢

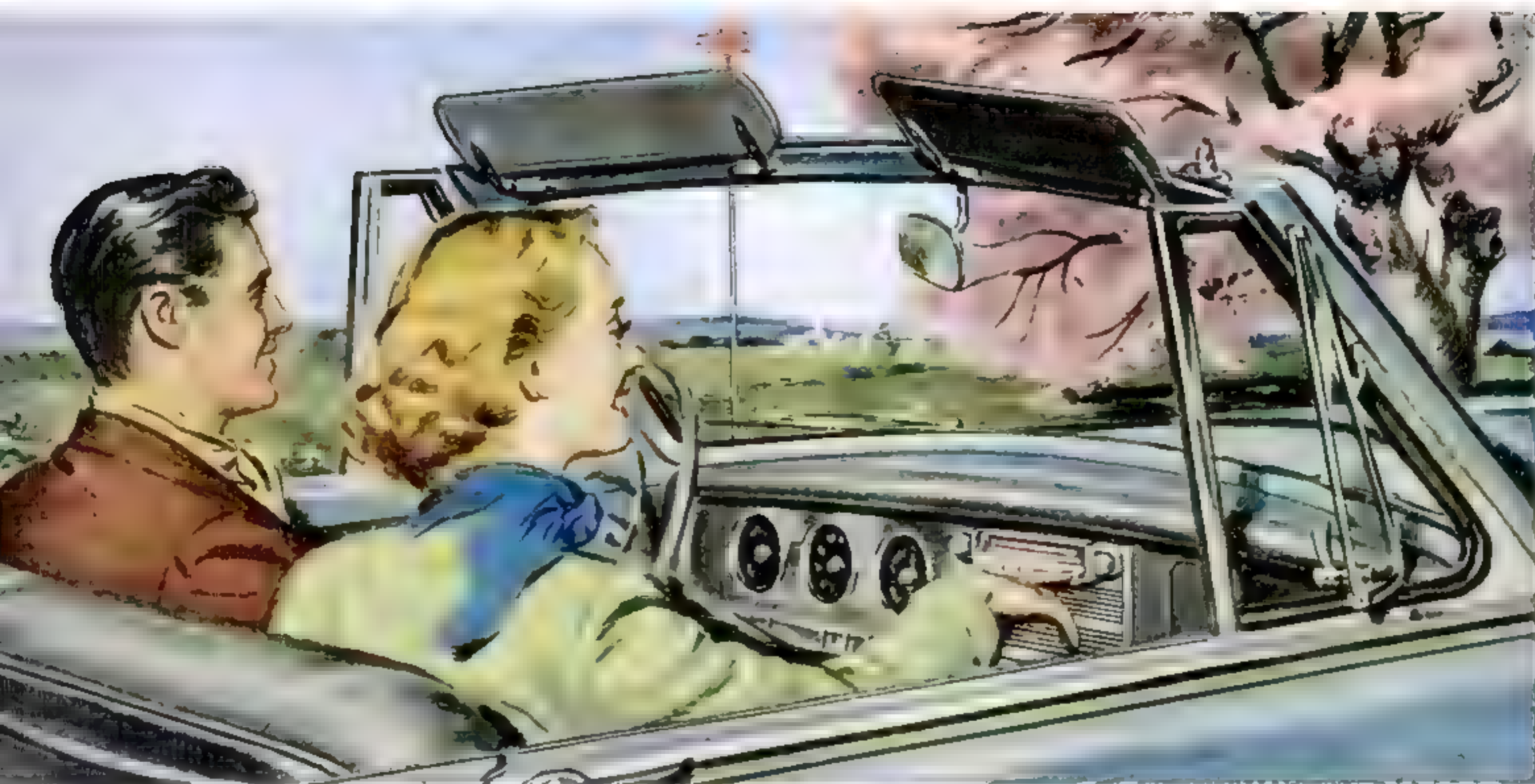
look **SHARP!** feel **SHARP!** be **SHARP!** use **Gillette Blue Blades**
WITH THE SHARPEST EDGES EVER HONED

Ike in Italy CONTINUED



ANOTHER TIGHT HAT is presented to Ike by a regiment of Italian ski troops. The traditional garrison headgear of Alpine soldiers, this size is too small and perches atop Ike's head, making him resemble a burlesque William Tell. But he patiently smiles again, to the obvious relief of the ski troops.

CONTINUED ON PAGE 133



The best part of your ride



ALL-IN-ONE ECONOMY UNIT
Compact, fits into instrument panel. Powerful self-contained speaker. Model 401, \$49.95*



FAMOUS "GOLDEN VOICE" PUSHBUTTON SET
Deluxe model, powerful separate speaker, rich studio tone and extra-long-range reception. Model 801, \$59.95*

Take NEWS—MUSIC and LAUGHTER wherever you drive!

Riding is more relaxing when you have a Motorola radio in your car. No matter how far the miles may take you, it's easy to stay in touch with things . . . and enjoy your ride. Motorola's natural, brilliant tone is the finest you've ever heard. Powerful, too, you'll get stations sharp and clear when you're speeding along highways across the continent.

THERE'S A MOTOROLA TO FIT AND MATCH MOST EVERY CAR AND TRUCK



ADDED POWER to pull in distant stations

Motorola auto radios have dependable power that pulls in far-away stations clearly, sharply . . . without fading or distortion. Rugged, heavy-duty chassis and shock-resistant tubes assure long life, dependable performance.



CONSTANT VOLUME—perfect tone

Motorola auto radios have an automatic constant volume control that keeps the tone continuously strong and full. Patented filter cuts out annoying motor noise and keeps the reception clear and richly perfect.



QUICKLY INSTALLED—easily transferred

Motorola auto radios are designed for quick and easy installation in most all cars and trucks. Your dealer will install yours in a hurry—in many cases while you wait. Ask him for a demonstration today.

FOR 22 YEARS—MILLIONS OF MOTORISTS HAVE MADE MOTOROLA THE FAVORITE

*Antenna and Installation Extra • Prices and Specifications Subject to Change Without Notice

Motorola auto radio

- World's largest independent manufacturer of auto radios.
- World's largest manufacturer of mobile 2-way radio communications equipment.
- One of the world's four largest manufacturers of television.
- One of the world's largest electronic research and development laboratories.

SEE the 4-STAR REVUE every week on NBC-TV



If apologies are due you—



If a bandit should pursue you—



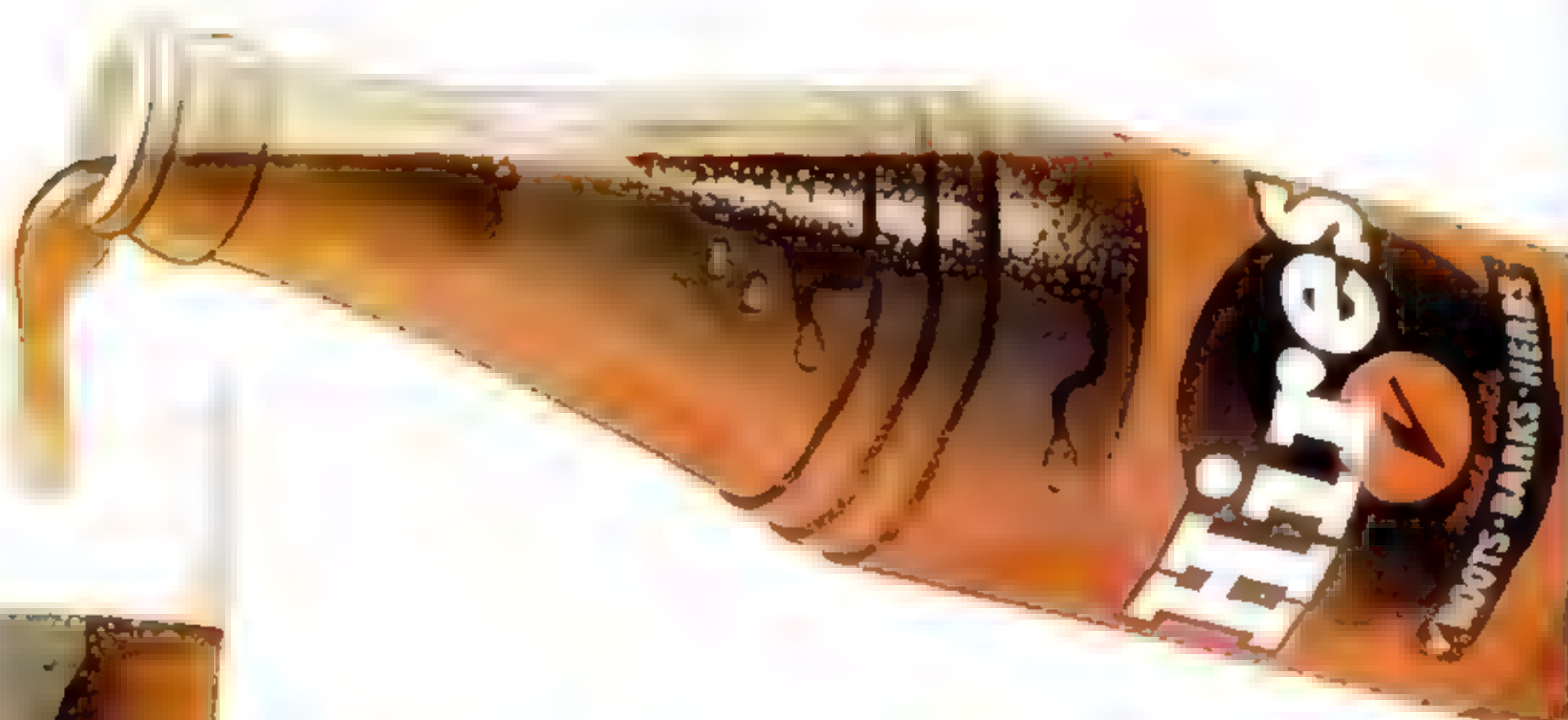
If a pretty girl would woo you—

Happy thought! say—

Hires to you!

Remember your first Hires? The cool look of it? The woody tang? The wonderful taste of real root juices? Well, Hires is always made with the same pure, natural ingredients.

So lift that frosty glass . . . and know, as always, what a quality drink Hires is. You can get Hires just about everywhere. Where you shop or play . . . at fountains and stands . . . at vending machines. Look for Hires. Enjoy it. And bring more home.



ke in Italy CONTINUED

BUT GENERAL IKE INSPECTS TOO



THE MOTORCYCLISTS of the Bersaglieri form line for Ike (saluting) as they begin a fast-moving show including jumping their cycles through flame.



THE BAND trots past Ike in a demonstration of double-time drill and how to toot a big horn on the run. In spite of the pace the players never faltered.



THE INFANTRY runs in review before General Ike. Bersaglieri took only a half hour to execute a parade that would have taken walking units two hours.



If your car feels like this...
it's time for **MARFAK**
chassis lubrication



That cushiony feeling
lasts longer with-



Trade bumpy, squeaky riding for smooth "cushiony" driving! Get longer lasting *Marfak* lubrication. It fights wear and friction for 1,000 miles or more. *Marfak* stays where it belongs in spite of rainy weather and rough roads. Get that "cushiony" feeling today! See your Texaco Dealer, *the best friend your car ever had.*



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TUNE IN... TEXACO STARTHEATER starring MILTON BERLE on television every Tuesday night. See newspaper for time and station.



from LIFE, July 23, 1949, by J. R. Eyerman

WHAT'S IN A PICTURE . . .

Sonny Frost munches popcorn and watches the movies. He squirms, wriggles, rubs his eyes. He tries different ways of sitting until all ways are exhausted. So is Sonny.

By means of infrared light, in which pictures can be taken in darkness without the subject's knowledge, a small boy becomes the star of a little movie of his own.

Although oblivious of such a thing, Sonny is,

in these pictures, a laboratory case for a study in child psychology. A teacher or a parent might gain added insight into the behavior of children when they journey to a make-believe world outside of their care.

Whatever the reactions to these photographs—and they can be many—they show that the camera's eye can often do what the human eye can not do so well, and with a superb touch of humor.

... to see life ... to see the world ... to eyewitness great events

LIFE

"Try it for a change..."

and you'll never change back!"



**Ballantine Ale
begins where
other brews
leave off...in flavor...
in satisfaction!**



The light ale that's strong on flavor...

AMERICA'S LARGEST SELLING ALE

P. Ballantine & Sons, Newark, N. J.



FRAN WARREN, radio songstress: "As a singer, I welcome Camel mildness. And Camels are such fun to smoke!"



VOICE COACH George Griffin says: "I have to think of my throat, too. That's why I appreciate Camel mildness!"



NADINE CONNER, opera star: "My own 30-Day Camel Mildness Test proved how much fun smoking can be!"



"MY OWN 30-Day Test gave me a new pitch on cigarettes," says ace pitcher **Jim Koussaty**. "Camels hit the spot!"



STYLIST Elaine Bassett: "Ever since I made my own 30-day test, Camels are my favorite! They're so mild!"



PETER LIND HAYES, comedian, says: "Camels smoke cool and mild—they're just right for my throat. What flavor!"



"I DIDN'T KNOW how much milder a cigarette could be 'til I changed to Camels!" Mrs. **Jane Christman**, housewife.



DISC JOCKEY Robert Maxwell: "My voice gets a steady workout. My throat sure welcomes Camel mildness!"



"MY VOICE is my career. I smoke Camels—they agree with my throat!", says **Patrice Munsel**, opera star.



BASEBALL MANAGER Ed Sawyer: "Camels made a hit with me right from the start. They're mild and taste great!"



"IN MY JOB, cigarette mildness is important. That's why I smoke Camels!" Telephone operator **Ethel James**.



TELEVISION STAR Marguerite Piazza agrees: "As a singer, I enjoy Camel mildness—and Camels taste grand!"



PAUL LUKAS, stage and screen star: "My own 30-Day Test certainly convinced me! Camels are a mild cigarette!"



RIFLE CHAMPION Audrey Bockmann: "Camels scored a hit with my taste, too! And they're so cool and mild!"



"I'VE JOINED the millions of smokers who'd walk a mile for a mild, mild Camel!" **Buddy Rogers**, band leader.



"CAMELS' SMOOTH-SMOKING mildness agrees with my throat," says **Ruth Shaler**, airport tower operator.



DICK POWELL, movie star, states: "Camels give me more pleasure than I ever got from any other cigarette!"



"I'M A SINGER and my throat comes first! I picked Camels as my steady smoke!" **Anne Jeffreys**, stage star.



LECTURER AND WRITER Dr. Archibald Rutledge: "I've smoked Camels for years! They're cool and mild—taste great!"



RISE STEVENS, opera beauty, says: "I know how mild Camels are! My own 30-Day Test convinced me!"



VAUGHN MONROE, band leader, says: "I enjoy every puff of a Camel! Camels taste great—and they're mild!"

More people smoke Camels than any other cigarette!



*Make the
30-Day Camel
MILDNESS
Test—
See why!*

• Why is it more people get more pleasure from Camels than from any other cigarette? No other cigarette can match Camel's rich, full flavor! And no other cigarette can offer you this proof of mildness:

In a coast-to-coast test of hundreds of men and women who smoked Camels—and only Camels—for 30 days, noted throat specialists, making weekly examinations, reported—not one single case of throat irritation due to smoking Camels!

Smoke Camels yourself for 30 days. Compare Camel's choice tobaccos for flavor and mildness... in your "T-Zone" (T for Throat, T for Taste). You'll see why so many smokers say...

**ONCE A CAMEL SMOKER,
ALWAYS A CAMEL SMOKER!**

H. J. Reynolds Tobacco Company, Winston-Salem, N. C.



JOHN WAYNE, movie hero, says: "I found the cigarette I could enjoy as a steady smoke—Camels! They're mild!"



"MY THROAT tells me Camels are the mildest cigarette I ever smoked," reports **Doris Howitt**, ski instructor.



OPERA STAR Robert Merrill: "The cigarette I smoke must agree with my throat. Camels are really mild!"



KYLE MacDONNELL, television star, says: "Yes. I made my own 30-Day Camel Mildness Test. It was fun! Camels for me!"